

U.S. Department
of Transportation

United States
Coast Guard



Commandant
United States Coast Guard

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COMMANDANT INSTRUCTION M5728.3A

Subj: COAST GUARD AUXILIARY PUBLIC AFFAIRS OFFICER'S GUIDE

1. PURPOSE. This revised guide is intended for use by Public Affairs Officers at every level of the Auxiliary. It details the duties of Public Affairs Officers, provides specific guidelines for carrying out the assignment and six enclosures which may be used as "tools of the trade."
2. ACTION. District commanders involved in Auxiliary training shall ensure that the provisions of this Manual for the administration of the Coast Guard Auxiliary Public Affairs program are followed by all Auxiliarists and Directors of Auxiliary.
3. DIRECTIVES AFFECTED. Coast Guard Auxiliary Public Affairs Officers Guide, COMDTINST M5728.3 is cancelled.
4. MAJOR CHANGES. Major changes in this program include: a refined focus on print and broadcast media responsibilities of the Auxiliary Public Affairs Officer's duties. Two new public affairs overview and public appearances chapters have been added. Ten enclosures have been reduced to six for clarity.
5. REQUESTS FOR CHANGES. Units and individuals may recommend changes by writing via the chain of command to Commandant (G-NAB-1), U.S. Coast Guard Headquarters, Washington, DC 20593-0001.

COMDTINST M5728.3A

6. FORMS/GUIDE AVAILABILITY. Form CG-4952 Auxiliary Public Relations Report, may be obtained from Supply Center Brooklyn, using SN 7530-00-F02-2680, U/I (HD). Auxiliary Member AUXMIS Guide COMDTINST M16790.2 is available at the Auxiliary National Supply Center (ANSC) and can be ordered through normal channels.

/s/ W. J. ECKER

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ENCLOSURES:

- (1) Media Kit
- (2) Articles For Print
- (3) Printing: The Art of Getting Ink on Paper the Way You Want It
- (4) Public Affairs Press Guide
- (5) PA Officer's Yearly Calendar of Activities
- (6) National Safe Boating Week Guide

UNITED STATES COAST GUARD AUXILIARY

NEWS RELEASE

Contact: _____ For Release: _____

MEDIA CONTACT SHEET

MEDIA NAME: _____

ADDRESS: _____

CONTACT PERSON: _____

POSITION: _____ PHONE: (____) ____ - _____

BEST HOURS: _____

COMMENTS: _____

OTHER: _____

MEDIA NAME: _____

ADDRESS: _____

CONTACT PERSON: _____

POSITION: _____ PHONE: (____) ____ - _____

BEST HOURS: _____

COMMENTS: _____

OTHER: _____

CHAPTER 1 - PUBLIC AFFAIRS OVERVIEW

A. Introduction

The public relations function is one of the most essential in the Coast Guard Auxiliary. Without continuous, effective communication with the boating public about our services and activities, we not only let down our good programs but ourselves as well and we can ill afford to let this happen. PR should be a priority concern at all levels of management and membership in the Auxiliary. One of our prime goals is to make the Coast Guard Auxiliary synonymous with boating education nationally as well as in our local communities. The closer we are associated, in the public's eye, with boating skill and good seamanship, the greater will be the response of the recreational boater to our fine programs. This guide was developed as an aid to the Auxiliary Public Affairs officer as well as elected and other staff officers who are striving toward that objective.

B. Goals of the Public Affairs Program

The Auxiliary Public Affairs efforts shall be directed towards:

- . Publicizing the aims, purposes, and activities of the Auxiliary in order to develop public understanding and appreciation of its role;
and
- . Assisting the Coast Guard in carrying out its public information program.

C. Duties of the Public Affairs Staff Officer

1. Primary Duties

The Public Affairs Officer will assume responsibility for the development and direction of an organized program of activities to promote the best possible image for the Auxiliary flotilla, division or district. These include, but are not limited to:

- . Developing a liaison with local news media for the publicity of Auxiliary activities;

- . Coordinating the development of articles for local and national Auxiliary publications;
- . Coordinating the development of articles and programs to be printed or broadcast in the unit's local area;
- . Assisting in the publicity of Public Education and Vessel Examination activities;
- . Assisting in the planning and conducting of activities such as seminars, forums and boating safety lectures for the public;
- . Encouraging active participation of unit members in events promoting safe boating;
- . Urging unit members to inform the Public Affairs Officer of newsworthy events, past or future, so that suitable publicity can be provided;
- . Enlisting the assistance of unit members in the accumulation of photographs of Auxiliary activities appropriate for use in flotilla, division, and district publications, as well as for general public release.

2. Reporting

- a. Monthly Reports: The Public Affairs Officer will provide a monthly report of activities in writing to the unit elected officer, the immediate parallel staff superior, and to AUXMIS.
- b. AUXMIS Form Completion: Complete AUXMIS form CG-4952 and send, via the appropriate chain-of-command, to the District DIRAUX monthly. This is the only way the unit will receive appropriate recognition for its public affairs activities. Reported items include:

Civic Lectures and/or Public Appearances
 Newspaper Articles
 Unit-sponsored TV and Radio Spots
 Unit-sponsored TV and Radio Programs
 Boating Safety Booths and/or CME Stations manned

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INSTRUCTIONS: Unit PR officer should complete form monthly and mail yellow card to DIRAUX prior to the 5th of each month. Use ball-point pen and ensure DIRAUX copy is legible. FSO PR (SO PR) should report only those activities done at the flotilla (division level).

UNIT NUMBER (11-10)	(11-13)	UNIT NAME (14-33)
0 0 0	2 2 X	

LIST UNIT PR ACCOMPLISHMENTS DURING MONTH		REMARKS
1 No Civic Lectures Given (34-35)		UNIT COPY
2 Total Attendance at Lectures reported above (36-39)		
3 No Articles Published (40-41)		
4 No. Radio Spot Days (42-44)		
5 No Radio Programs Participated in (45-46)		
6 No. TV Spot Days (47-49)		
7 No TV Programs Participated in (50-51)		
8 No Boating Safety Booths/ CME Stations Manned (52-53)		
9 Est No Visitors at Booths/ Stations reported above (54-58)		
10 Month covered by report (i.e. APR) (59-61)		
Signature of Submitting PR Officer		DIRAUX USE ONLY

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AUXILIARY-PUBLIC RELATIONS REPORT

SAMPLE AUXMIS form CG-4952

Complete instructions for preparing this form are found in the Auxiliary Member AUXMIS Guide COMDTINST M16790.2.

- c. Written or Narrative Reports: A written report describing monthly activities (and perhaps a summary of activities to date) should also be prepared and copies distributed to the unit elected officer as well as the immediate parallel staff superior. This report may well serve as the basis for an article in your local Auxiliary publication.

3. Parallel Staff Responsibilities

The Public Affairs Officer will maintain close parallel staffing liaison with flotilla, division or district counterpart, as the case may be, to insure a prompt flow of appropriate information among the respective units.

- a. Rationale: Parallel staffing is designed to give the members and the leaders of an organization an insight into planning and policy at all times.
- b. Chain-of-command Protocol: All requests the district Public Affairs Officer may wish to make of flotilla PA's and all helpful information the district PA may be able to pass along will be transmitted to the division PA officer for their distribution to the flotilla PAs. Conversely, any questions or suggestions flotilla PA officers may have should be sent to the division PA officer.
- c. Coordination of Effort: It is desirable that Public Affairs officers keep their counterparts informed of impending publicity programs so that:
 - (1) Unit counterparts may offer their help; and
 - (2) Close by and geographically overlapping flotillas and divisions may work together and with the district PA to reduce duplication of effort and possible alienation of news media through conflicting and duplicated material.

4. Record Keeping

The Public Affairs Officer is expected to keep adequate records (disposition pending) pertaining to the office and deliver them to the successor in office.

- a. Tracking PA Contacts: Keeping an up-to-date file of names and addresses for newspaper, radio and TV contacts will make the PA position easier to handle for you. It will also insure that your successor need not "recreate the wheel." Providing him or her with a personal introduction key media persons would certainly be most helpful to them and to the smooth continuance of PA activities for your unit.
- b. Developing Files: Files can be as simple as a set of rolodex cards or a set of notebook pages with basic information for each contact person. A sample page for recording PA contacts follows the Table of Contents in this guide. It is suggested that you make duplicate copies of the page for your own working directory of contacts, so that up-dating information is possible without defacing your guide.
- c. Archival Materials: File of photographs (labeled as to date, activity, identities) and newspaper articles submitted should also be kept, not only for their historical interest but as a basis to guide the new officer in pursuing his or her program.

D. Penalty Indicia

Official Auxiliary business communications (except those involving money) may be sent in penalty indicia mailers. Complete information on use of penalty indicia can be found in the Auxiliary Manual COMDTINST M16790.1B Chapter 5, section E, pages 5-5 and 6 and the Auxiliary Mailing Guide COMDTPUB P16794.49.

E. Public Affairs Vehicles

1. Media Types

A variety of vehicles are available to the Public Affairs officer with which to provide public exposure for the Auxiliary unit's activities. The four basic types are Print Media, Broadcast Media, Public Appearances, and Static Displays. Each of the four vehicles is an important source of publicity. Each has a

unique audience, and each should be considered carefully when developing the PA program.

2. Print Media

Print media includes the daily and/or weekly commercial newspaper, shopping guides, and house organs. Each addresses the needs of a different segment of the population, which might be lost if concentration is placed upon only one print media.

3. Broadcast Media

TV and radio are the most common broadcast media in use today, although computer users may want to consider the Bulletin Board systems available through the use of telecommunications, also. This is an area that is still growing and changing, and at this point inclined to have a limited audience. For the purposes of this guide, concentration will be placed on radio and TV vehicles, although the innovative PA officer with computer and modem capabilities may wish to explore this new source. It would be hoped that an addendum concerned with this PA media may be published in the near future.

4. Public Appearances

Civic clubs, schools, community organizations, large corporations, church groups are but a few of the organizations that utilize speakers for their monthly meetings. A good speaker, a good film or slide presentation will not only present the Auxiliary program to a group of persons who have like interests in public service, but also provide important contacts for carrying out those programs.

5. Static Displays

This category includes items such as posters, eye-catching bulletin boards, and counter displays to the manned boating safety booth or a display of material and pamphlets used at a CME station. A variety of locations, depending upon the display, will be available, ranging from the local supermarket or laundromat, to a prominent display at a bank, marina, yacht club or launching ramp and a manned booth at a shopping mall or boat show.

CHAPTER 2 - PRINT MEDIA

A. Finding an Audience

Perhaps the oldest form of distance communication is through the printed word. It is probably true that the majority of Public Affairs officers place their primary emphasis upon this mode of publicity. Print media available today covers a broad spectrum, ranging from the daily and/or weekly commercial newspaper, to shopping guides, and house organs. Each one addresses the needs of a different segment of the population.

1. Newspapers

Newspapers will generally accept a short news release concerning an up-coming event of public interest whenever presented, and generally print it within forty-eight hours. Make contact with the editor, secure his or her time frame for receiving, editing and publishing news releases (as well as any special format requirements they may have) and stick to them. Develop a good relationship for the short release concerning meetings, PE classes or CME stations, and the feature story you prepare will receive positive attention.

2. Shopping Guides

Shopping guides may be published weekly or monthly. Most will provide a coupon for submission of material, with a nominal cost to the advertiser. It is strongly suggested that the same personal contact be made with the editor as was made with the newspaper, stressing the public service nature of the Auxiliary.

Most will not charge such organizations for their notices. Since publication of shopping guides are less frequent than the regular newspaper, it is particularly important to secure time frames for receiving, editing and publishing news releases, as well as any special format requirements. Use this media for long-range announcements.

3. House Organs

House organs cover a wide group of print media. They include newsletters for employees, fraternal organizations, yacht clubs and marinas, church bulletins, local military installations, and condominium organizations, to cite only a few.

These may take a little more time and effort to cultivate, but can provide an audience not tapped in any of the print media mentioned above. This is also a good source for providing in-house PE programs and/or public lectures.

4. Types of Articles

Two types of articles should be considered for publication—the news release and the feature story. A news release publicizes a past (or future) event or activity of the unit, is short, concise and factual. A feature story is longer, more

detailed and usually narrative and/or informative in nature. News releases, when well prepared, will have no problem in gaining publication in local daily and weekly newspapers. The feature story takes more preparation, and generally some cooperation from the local editor.

B. The News Release

1. When To Use

The news release will generally be a one page notification of immediate interest to the public. Those items of a transient nature, such as an up-coming meeting date, or a list of PE class dates are the usual material for a news release, but there are many more items which should be considered.

2. Suggested Subjects

An active unit should have at least one news release per month. This should be the most frequent media contact for the Public Affairs officer. Below is a list of suggestions for possible articles, grouped around typical Auxiliary activities. This is by no means an exhaustive list, but only a jumping-off place from which to start.

a. General:

Election of Officers, Staff Appointments

Officer Installation/Change of Watch

Announcement of regular meetings

Announcement of special topic/special speaker meetings

Report of special meetings with local officials or executive

Presentation of Certificates of Appreciation to local figures

Announcement of new members

Announcement of advanced training courses

Sea Explorer/Sea Scout sponsorship

b. AIM-RAP Activities:

Program objectives

Application procedures and deadline dates

Results of AIM interviews

c. Courtesy Examination Activities:

Year's schedule, exam sites

Weekly, monthly results and repeat of exam sites

Unique boat or skipper exam

d. Chart Up-dating Activities:

Year's objectives, public's role in notification

Notice of problem situations

Developments, results of public interest

e. Public Education Activities:

Public Education schedule

Particular class sessions

Announcement of Graduation exercises

f. Operations and SAR Activities:

Scheduled safety and/or regatta patrols

Radio procedures for contacting a patrol vessel

g. Special Events:

Announcement of National Safe Boating Week

Participation in civic festivals, parades

Boat shows or places where a boating safety booth will be present

Auxiliary Anniversaries

Visiting Auxiliary or Coast Guard Officers

3. Developing a News Release

To be "news" the story must be new, preferably submitted before it happens, or immediately after.

- a. Timing: Announcements of coming events, such as PE courses, CME sites, AIM interviews, or a public appearance should be submitted early enough so that they appear in print before the occurrence, especially if the public is invited.

It is important to check with the editor of the print media you are using to know submission deadlines. Adhere to them strictly.

- b. Content: To be news, the release should offer something the public wants; self-improvement, personal safety, recreation, entertainment, word about neighbors and friends.

4. Structure of a News Release

A news release has a specific structure. The opening paragraph is the most important it must capture the reader's interest enough to keep them reading, not just scanning headlines. The three parts of a news release are:

- a. The Lead: This is the famous five "W's": WHO, did WHAT, WHEN, WHERE, WHY, and sometimes also HOW. The lead works hard, compressing into two or three sentences the highlights of the story.
- b. The Elaboration: This puts flesh on the skeleton, expanding the lead paragraph by filling out its statement of bare facts with pertinent details. The elaboration should not exceed two paragraphs.
- c. The Catchall: Points of minor interest or of an entertaining nature may be used in this portion. It might also include information about the purpose of the Coast Guard and the Auxiliary, and state where further information may be obtained.

5. Media Editing

Print space may be limited. If you stick to this inverted-pyramid structure, the editor can easily shorten the article from the bottom as is customary when page space is tight and still not lose the most important points.

6. Rewriting

The Public Affairs Officer is responsible only for the submission of the release, and cannot be held responsible for rewrites by newspaper personnel. A busy editor may select items that require the least amount of rewriting. Therefore, the better the article conforms with newspaper writing structure, the less chance is run of rewrite errors.

C. The Feature Story

1. Content and Uses

A feature story is usually a detailed narrative or informational piece. Developing the feature story takes careful preparation, and generally some cooperation from the local editor. Most will welcome interesting and informative pieces, particularly during the high interest boating season. If you write well enough (or can corner a good "ghost writer") you might even be invited to contribute to a monthly column. Writing style, use of titles and abbreviations, editing and copy format will be largely the same as for the news release.

2. Requirements of the Media

The ideal situation, obviously is to have someone from the flotilla introduce you to local newspaper personnel. If that's not possible, however, don't be bashful. Pay a visit, in uniform, to the local newspaper editor or marine editor,

and introduce yourself. "Face to face" beats the mail every time. Ask the editor how they would like articles, photos and special column features submitted. The editors will be pleased to tell you the exact format they would like, and may have a printed guide sheet for contributors of feature stories.

3. Local Flavor

A key characteristic of a good feature story is its local identity and/or local flavor. The reader will identify with familiar names and activities in local areas with more interest than to accounts of unfamiliar people and places. Such articles are more interesting and acceptable to the media, also.

4. Suggested Subjects

Many of the recommended subjects for the news release are also appropriate for a feature story. Of particular interest are those items relating to patrol and SAR activity. In addition, articles describing The Auxiliary mission, its cornerstone programs, anniversary and historical events will be of interest to the general as well as the boating public. Consider the following:

a. General Topics:

Officer Installation/Change of Watch expanded to include the unit's part in the 55 year history of the Auxiliary in 1994.

Special awards to outstanding local Auxiliarists.

Presentation of Certificates of Appreciation to local figures.

General overview of Coast Guard/Coast Guard Auxiliary local history.

b. AIM-RAP Activities:

Program objectives; local students who have participated previously.

Results of AIM interviews; an overview of the AIM week experience

c. Courtesy Examination Activities:

"VIP gets year's first exam", plus the origination of the program and its record in reducing boating fatalities.

Unique boat or skipper exam.

d. Aids to Navigation and Chart Up-dating Activities:

Notice of problem situations, what the Auxiliary's role is, how the public can assist. Floods, natural disasters impact on buoy position, etc.

Developments, results of public interest.

e. Public Education Activities:

Graduation exercises, plus overview of program and its objectives.

VIP or unique students (e.g. special class for sight/hearing impaired).

f. Operations and SAR Activities:

Emergency Media procedure for a distressed vessel.

Dramatic Assists.

Radio procedures for VHF-FM radio users.

g. Special Events:

National Safe Boating Week.

Participation in civic festivals, parades.

Auxiliary Anniversaries.

Visiting Auxiliary of Coast Guard VIPs.

5. Media Involvement

- a. Active Media Participation: A sure way to get a feature story in print is to have a member of the newspaper staff do the actual writing. Is there a fishing derby about to be held? Contact the writer of the local sports column, invite them to come aboard your vessel and explain what the local unit will be doing in its safety and regatta patrols to be of service to the boaters. Chances are, someone is supposed to be covering such an event. You have provided them a front-line position.

- b. Recognition of Service: Invite the newspaper editor to be a guest at the Graduation exercises of the PE class, and present him or her with a Certificate of Appreciation for the newspaper's assistance in publicizing the courses. Invite the paper's photographer to be a guest at the Change of Watch ceremonies, and make a point of introducing him or her to visiting Auxiliary and Coast Guard VIP's.

6. Adapting Material

Articles are provided in this guide to meet the basic publicity needs of a unit. They should be adapted to fit the local area and persons. Some can be handled as individual notices, or as part of a series. They may be shortened,

and should be modified to fit local circumstances. To keep your guide intact, make photocopies of the original articles for use and editing rather than removing them from the guide or defacing its material.

7. By-lines or Author Recognition

Feature stories you submit may be headed with an Auxiliary officer's by-line, if editors agree.

a. Examples of a lead-in:

Editor's note: This article is one of a series offering tips on boating skill and seamanship prepared especially for the Daily Bugle by the U.S. Coast Guard Auxiliary.

by John B. Smith

Staff Officer, Your town Flotilla

U.S. Coast Guard Auxiliary

or

by John B. Smith

Staff Officer, Your town Flotilla

U.S. Coast Guard Auxiliary

- b. Alternatives: When by-lines are not appropriate, an alternative method is to use the "fill-in" as is used in several of the news articles contained in this manual. The name and title of the local elected or staff officer may then be worked into the final draft.

D. Titles and Abbreviations

Use of correct titles and abbreviations in news releases and feature articles is a must. A complete listing of titles and abbreviations appears in the Auxiliary Manual COMDTINST M16790.C, Enclosure 4, pages E4-1 through E4-6.

1. Auxiliary Usage

The abbreviation for Auxiliary is USCG-AUX. References to any officer below District Commodore is "Mr., Mrs., Ms., Miss, Dr.", followed by his or her name and then the elected or appointed officer designation. For example,

"Mr. Jones, Commander of Seaside Flotilla," not "Commander Jones." Past and present District and National Commodores, however, may be referred to with the Auxiliary title preceding their name.

2. Using Acronyms

Use discretion in the use of acronyms when writing for the general public. Once the first fully spelled title is used, such as "District Commodore (DCO) John Jones announced," the article may continue with "said DCO Jones." Use them sparingly, however. An article full of unfamiliar ABC's will confuse - and lose the non-Auxiliary reader.

3. National & District Elected Officer Titles and Abbreviations

National & District Elected Officer Titles and Abbreviations

NACO	National Commodore	Commodore John B. Smith, NACO
NAVCO	National Vice Commodore	Commodore Joan B. Smith, NAVCO
NARCO	National Rear Commodore	Commodore John B. Smith, NARCO-E (NARCO-W, NARCO-C,)
NIPCO	Immediate Past National Commodore	Commodore Joan B. Smith, NIPCO
DCO	District Commodore	Commodore John B. Smith, DCO-1N (DCO-1S, etc.)
VCO	District Vice Commodore	Joan B. Smith, VCO-1
RCO	District Rear Commodore	John B. Smith, RCO-1 (RCO-1N)
IPDCO	Immediate Past District Commodore	Commodore Joan B. Smith, IPDCO-1N

4. Division Elected Officer Titles and Abbreviations (note that Divisions are always identified with Roman Numerals)

Division Elected Officer Titles and Abbreviations

(note that Divisions are always identified with Roman Numerals)

DCP	Division Captain	John B. Smith, DCP-XV
VCP	Division Vice Captain	Joan B. Smith, VCP-XV
IPDCP	Immediate Past Division Captain	John B. Smith, IPDCP-XV

5. Flotilla Elected Officer Titles and Abbreviations (note that Flotillas are always identified with regular numbers)

Flotilla Elected Officer Titles and Abbreviations

(note that Flotillas are always identified with regular numbers)

FC	Flotilla Commander	Joan B. Smith, FC 15-9
VFC	Flotilla Vice Commander	John B. Smith, VFC 15-9

6. Staff Officer Titles and Abbreviations, All Levels
(The following are all examples of Public Affairs officers. Adjust the letters following the dash as appropriate.)

Staff Officer Titles and Abbreviations, All Levels

(The following are all examples of Public Affairs officers. Adjust the letters following the dash as appropriate.)

DC	Department Chief	Joan B. Smith, DC-A
DC-X	Deputy Department Chief	John B. Smith, DC-AX
DVC	Liaison Division Chief	Joan B. Smith, DVC-AL
BC	Branch Chief	John B. Smith, BC-ALC
DSO	District Staff Officer	Joan B. Smith, DSO-PA, 1(SR)
SO	Division Staff Officer	John B. Smith, SO-PA, XV
FSO	Flotilla Staff Officer	Joan B. Smith, FSO-PA 15-9

7. Coast Guard Titles and Abbreviations

Titles always precede the name, as follows:

Coast Guard Titles and Abbreviations

Titles always precede the name, as follows:

ADM John B. Smith, USCG	Admiral
VADM Joan B. Smith, USCG	Vice Admiral
RADM John B. Smith, USCG	Rear Admiral
CAPT Joan B. Smith, USCG	Captain
CDR John B. Smith, USCG	Commander
LCDR Joan B. Smith, USCG	Lieutenant Commander
LT John B. Smith, USCG	Lieutenant
LTJG Joan B. Smith, USCG	Lieutenant (Junior Grade)
ENS John B. Smith, USCG	Ensign
CWO Joan B. Smith, USCG	Chief Warrant Officer

- E. Writing Style

The best writing style observes brevity, simplicity, strength, and sincerity. "Good writing requires a sense of economy and of style, and that absence of vanity which allows a man to divorce his writing at least a little from himself."

(John Kenneth Galbraith, The Washington Post,
November 25, 1963)

1. Brevity

Know the subject, and state only the facts, thoroughly checked. Be impartial. Eliminate personal opinions unless they are direct quotes, and the quote is

identified. Comments are reserved form the editor. An "off-the-record" statement does not exist in a news release.

2. Simplicity

Complex writing is like static on the radio. The distraction causes the reader's attention to wander and soon lose interest in the message. Use short words, sentences, paragraphs. One sound writing formula recommends an average sentence of not more than 20 words. Use paragraphs averaging about seven lines; an article broken into a number of short paragraphs has more eye appeal.

(This paragraph has seven sentences; the longest has 19 words.)

3. Strength

Use specific rather than general statements; concrete action words instead of abstract or passive. Well chosen nouns and verbs need few modifiers. Rather than stating "Persons desiring more information about the class may call" use "For more information call" Be direct and to the point. Particularly avoid personalization in the article such as "you should" or "you may call"

4. Sincerity

Although sample releases are provided in this guide, their repeated use verbatim will risk boring not only the newspaper readers but, even worse, the editors. Use them as guides, imitate their structure, but don't be afraid to try a new approach, new words. Originality in composition may require clearance by the local Director of Auxiliary before release, but it will be worth it.

5. Self-Editing

Rare indeed is the author whose work is perfect with the first draft. Your article represents you, the Auxiliary and the Coast Guard. Spelling, grammatical and punctuation errors reflect a careless attitude certainly not the image you wish to present.

6. Proofreading

Always re-read material for print with extreme care. Check spelling, particularly names of persons or places, titles, abbreviations and statistics.

Check grammar and punctuation carefully.

7. Style

Streamline your style. Consider the following guidelines:

- . Look for the long, run-on sentences, replacing extra "ands" and "buts" with periods.
- . Strike out any unnecessary words. Be concise.
- . Use "if" instead of "in the event of."
- . Use "because" or "since" for "in view of" or "due to the fact that."
- . Replace "in the majority of instances" with "usually."

This will shorten the article by at least ten percent. The shorter the article, the better chance it has of being printed. A long story of excellent quality may be omitted when there is limited space and the editor has not time to rewrite or shorten it.

8. Sexist Language

It is the policy of the Commandant that all articles, items, etc. shall avoid the use of specified gender in instances where the subject could be either. If necessary, use he/she or his/her. If care is taken with the writing, use of this

F. Format Details

1. Letterhead

Articles to be released to the media should preferably use the Coast Guard Auxiliary news release letterhead, as it has no limiting footer as does the regular Auxiliary stationery. A sample form is provided following the Table of Contents is this guide. Photocopy as many as you wish, and use one for the first page of any news release or feature story presented to the media. Coast Guard Auxiliary letterhead may be used, if care is taken not to allow your material to overlap the footer message. If neither are available, be sure to use standard white 8 1/2 by 11 inch paper.

2. Contact Person

The contact person's name, organization, address (with zip code) and phone in the top left corner.

3. Release Date

The release date is typed in the top right corner. This may be "On receipt", "Immediate" or a specific release date. The latter means the article will be printed on the date given, or thereafter, in the editor's discretion, but not before. When the release is given to more than one newspaper, the date must be the same for all. Be sure papers not having a Sunday issue are given a Monday date if the story is to be printed in other papers on a Sunday.

4. Headlines

Give the release a simple, factual title. The actual headline is the editor's prerogative. Yours merely tells him content and to what department it should be directed.

5. Page Format

Certain rules apply to any material submitted for publication, whether it be a news release, feature story or the great American novel.

- . ALL MATERIAL MUST BE TYPED. Hand-written copy is difficult to read, and is subject to misinterpretation. If you do not type, find someone who can.
- . Margins should be 1 and 1/2 inches on sides and bottom of your copy. This provides space for the editor's proofreading marks and corrections.
- . Leave about two inches space between your title and the beginning of your copy for the headline-writer's use.
- . Double-space all copy. Triple-space between paragraphs.
- . Indent each new paragraph 5 characters.
- . Type on one side of the sheet only. The reverse may be overlooked by editor or composing room.

- . On subsequent pages type only the organization, last name of the writer at a two or three word condensation of the story title in the top left corner, and the page number in the top right corner.
- . Never submit a carbon copy. Submit the original to the newspaper if at all possible. If photocopies must be used, be sure they are as close to the original as possible.

6. Photographs

Good, dramatic story-telling photos are excellent additions to your release. They should be either glossy black and white prints or color prints. Consult the chapter concerning photography for additional information regarding photos. Coast

Guard Public Affairs Officers often have file photos available when doing stories about the Coast Guard.

7. Auxiliary Correspondence Guide

The Auxiliary Administrative Procedures Guide, COMDTPUB P16791.2,

Enclosure (7) is designed to assist Auxiliarists in writing quality correspondence. It provides formats for Auxiliary basic, business, and rapidraft letters and offers guidelines for improving writing skills. This guide is designed to answer questions concerning Auxiliary Correspondence and would be a useful reference in addition to the Auxiliary Manual COMDTINST M167890.C, Enclosure 4, pages E4-1 through E4-6.

CHAPTER 3 - BROADCAST MEDIA

A. Importance of Broadcast Media

Broadcast media has become extremely popular today. There is hardly a home which does not have both radio and television capabilities, and the computer is fast becoming as common to observe on the desk as the telephone. It is the rare car indeed which does not have a radio installed with both AM and FM capabilities. The roadside jogger wears a "walkman", the hotel and the doctor's office have a television to watch while you wait.

1. Broadcast vis. Printed Media

The widespread availability and appeal of audio/visual communication has made serious inroads on the printed media. Many a home no longer subscribes to the newspaper, and only buys the Sunday edition on occasion. In some households the only printed media they see is the weekly buyers guide, of a monthly club newsletter.

2. Need to Use

Because of this, the Public Affairs officer can no longer depend upon the tried and true newspaper article for getting the Auxiliary message to the public. We can not ignore broadcast media if we expect to reach all of the public which need to know about boating safety.

B. Contacting the Media

As with print media, it is important to develop a good relationship with the people in the broadcast business.

1. Introduce Yourself

The ideal situation, obviously is to have someone from the flotilla introduce you to broadcast personnel. If that's not possible, however, don't be bashful. Pay a visit, in uniform, to the local radio or TV station, and introduce yourself.

Ask for an appointment to meet with the station manager. In most cases, the manager or assistant manager will give you the time to discuss the work we do

in promoting boating safety. All stations are required to put aside a certain amount of time for local news and public service. Most are more than willing to assist in publicizing the work we do to promote safe boating.

2. National vis. Local Broadcast Publicity

National radio and TV network publicity is to be handled only by the District PA officer, coordinated through the Director of Auxiliary and the Coast Guard. If unit members are contacted by a major network for publicity, the contact should be referred to the District Public Affairs Officer. Local stations, however, can be a most important source of publicity, and Flotilla and Division PA officers should actively explore their use. Also, local cable television broadcasters offer additional outlets for publicity. A 3/4" broadcast quality video tape entitled, "This is the Coast Guard Auxiliary", 8.30 minutes in length is available on loan from the Auxiliary Department of Public Affairs. This is an excellent tool for recruiting new members into the Auxiliary.

C. Radio

Radio is the oldest and most familiar broadcasting media for the public. Publicity via radio may be in the form of the spot announcement, a mention in the run-down of events in a community calendar presented by radio personnel, or the participation of Auxiliary members in a broadcast interview.

1. Radio Spots

Radio spots are generally limited, ranging from 5 to 15 seconds. Therefore, the radio spot announcement must be crafted carefully. Most radio stations have a public service or news department whose job it is to develop such announcements. Use their services, whenever possible. If you provide a clear typewritten copy of the news release you have given the newspaper, triple-spaced, the news department will have all the information necessary. The station manager will be pleased to tell you the exact format they would like, and may be able to provide a reference guide.

2. The Community Calendar

The community calendar is even shorter. A simple listing of the WHO is doing WHAT, WHERE, WHY, and WHEN is probably all for which there will be time. Check with the station, or better yet, get an introduction to the person who does the announcing. They will be glad to give you an outline of exactly how to write your item.

3. Radio Programs

A radio interview has advantages and disadvantages. It may vary from 15 minutes to a full hour, depending upon the forum. It is important that questions and material to be covered are reviewed ahead of time. The Auxiliarist must be VERY well prepared with a wealth of material, and have had some practice in speaking extemporaneously.

- a. Preliminary Preparation: Develop an "Auxiliary Fact Sheet." This may be the most valuable time you have ever spent, as it can be the basis for every area of publicity in which you are involved. It will become the "skeleton" around which you can build an article, a radio interview, a TV program or a speech to the Rotary Club. Include the following:

- . WHO we, the Auxiliary, are (Auxiliary history).
- . WHO you, the local unit, are.
- . WHAT our role is in Public Education.
- . WHAT our role is in Courtesy Motorboat Examination.
- . WHAT our role is in Patrol, Regatta and SAR assistance to the Coast Guard.
- . WHAT our role is in Chart Up-dating and Aids to Navigation.
- . WHAT our role is in Academy Recruitment and other Recruiting Assistance Program (AIM/RAP) support.
- . HOW the Auxiliary has helped in lowering boating fatality statistics.

- b. Developing the Program Content: Armed with your fact sheet, you and the interviewer can decide what areas to discuss and to what depth to

discuss them, given your time limitations. It may be wise to work out together a set of questions that you will be asked, so as not to be surprised with something you cannot answer. A good approach is to start with a general overview, and then concentrate on one specific area.

For instance:

- PE when your major intent is to publicize the start of a new BS&S course;
- the Patrols aspect when boating season begins in your area;
- CMEs just before National Safe Boating Week;
- AIM, when your unit is concentrating on that particular program.

That makes four separate programs from just one fact sheet!

- c. Dress Rehearsal: Once the questions have been developed, take some time before the interview date to practice your responses. You may even want to develop some cue cards so that you don't forget important facts, or any statistics you may wish to include. The best scenario, of course is to get someone to "talk" you through the interview.
- d. Audience: Take the time of day into consideration when developing the material for a radio interview. A heavy discourse on marine engines may not be of much interest to the busy house wife. She will be interested in safety precautions and emergency procedures, however. An evening program when high school students are at home is the best time to encourage juniors to apply for the local AIM program.

D. Television

Television has become the most frequent media visitor in the home. This gives it perhaps the broadest audience of any publicity vehicle. TV must be used carefully, however, as appearances are critical. It has made - and broken - presidential candidates, and can make or break an Auxiliary program.

1. TV Spots

The TV spot can be a short filmed presentation of 7 to 15 seconds. Excellent spots have been prepared by the National Safe Boating Council and distributed

to TV stations throughout the nation. Contact the station manager in your area to ascertain if they have received these spots, then encourage them to show them during prime time, rather than 2:00 AM.

2. TV Programs

Most stations have a public service program which concentrates on local area people, organizations and events. Contact the moderator for programs such as these at your local TV or cable station to discuss a possible interview.

- a. Preliminary Preparation: As with the radio program, preliminary planning of questions and material is vital. The "Auxiliary Fact Sheet" is just as important here as it was for developing the radio program.
- b. Developing the Program Content: Using your fact sheet, you and the television interviewer can decide what areas to discuss and to what depth to discuss them, given your time limitations. Again, it will help things move more smoothly if a set of questions are decided upon ahead of time, and any areas which will receive special emphasis. If you plan to use any demonstration materials, know where they will be placed.
- c. Personal Appearance: Of equal importance is appearance. Uniform must be PERFECT, and personal presence exemplary. The following points are of utmost importance:
 - . Before any public appearance, check you uniform carefully. Be sure it is the correct one for the time of year in your area, and is neat and clean.
 - . Be sure insignia are correct and properly positioned.
 - . Men should be careful not to load pants pockets with bulging materials, such as fat wallets.
 - . Women should not wear dangling earrings, nor extremely high heels with ankle straps. **These are decidedly "out of uniform."**
 - . If at all in doubt, check Enclosures 1 and 2 to the Auxiliary manual COMDTINST M16790.1C pages E1-1 through E1-33

for uniform and insignia, and pages E2-1 through E2-9 for awards and ribbon information.

- d. Personal Bearing: All the things you learned about presence before a class or in a public lecture are of equal importance when appearing on television. Your audience now numbers in the thousands, and TV doesn't miss a thing. Things to watch:
- . If you are sitting, try not to clutch the chair arm, clasp and unclasp hands, rub the nose or pull the ear lobe. These nervous habits are distracting. The audience will begin to concentrate on your actions, not your words.
 - . Try to sit calmly. Cross the legs at the ankles rather than crossing the knees, particularly ladies in skirts.
 - . If standing, try not to jingle the change in your pocket. If you are not comfortable with your hands at your side, clasp them loosely behind your back. Avoid the "fig leaf" position of at all possible, and try not to wrinkle up the jacket with hands in your pockets.
- e. Using Visual Aids: "Show and Tell" can be an important part of a TV program; we all know the old adage of a picture being worth a thousand words. Check the condition of any visual aids used carefully. Poster lettering should be large and clear (check with the camera person). If it isn't clear, don't use it. PFDs should be clean and in good condition.
- f. Dress Rehearsal: Once the questions have been developed, take some time before the interview date to practice your responses. Cue cards are awkward in a video situation. There is a tendency to shuffle them, and always the chance of dropping them. The best scenario, of course is to get someone to "talk" you through the interview. Second best is to practice in front of a full length mirror.

3. Additional Media Involvement

If you develop a good working relationship with the TV station, you might wish to consider an on-scene taping. You might also consider inviting the announcer and crew to an especially news-worthy event, or to tape a short segment aboard a vessel to be shown during the interview. There are a great many

possibilities that might be pursued in this area. Only your creativity will limit you.

CHAPTER 4 - PUBLIC APPEARANCES

A. The Public Lecture Program

A public lecture program provides an excellent arena for informing the public about the Auxiliary and its programs. Civic clubs, schools, community organizations, large corporations, church groups are but a few of the organizations who utilize speakers for their

monthly meetings. A good speaker, a good film or slide presentation will not only present the Auxiliary program to a group of persons who have like interests in public service, but also provide important contacts for carrying out those programs.

1. Developing an Audience

Developing a good list of potential groups for whom the Auxiliary boating safety message will be of interest is key to developing a strong public appearance program.

- a. Potential Sources: A copy of the local Chamber of Commerce directory can provide a good starting place to identify groups. A perusal of the yellow pages listing can also yield a wealth of ideas. Look under Clubs, Associations, Fraternal organizations, Youth centers, Yacht clubs, Senior service and Public Service Organizations, Military (active and Veteran) groups. You will be surprised at how many groups there are out there with an untapped audience for your boating safety message, and prospective members for the unit's PE programs.
- b. Initial Contacts: Develop a letter addressed to the Program Chairperson for each of the groups. Describe the Coast Guard Auxiliary's public service work in boating safety, and the availability of an Auxiliary speaker to address their meetings. Also note that you are developing a speaking engagement calendar, and would like to be able to include them. If you can obtain the name of the organization's chairperson or presiding officer, your letter can be personalized, adding to its effectiveness. Be sure to include an address and phone number for them to contact.

- c. Follow Up to Replies: Most organizations will reply in two to three weeks, and you can start setting up a speaking engagement calendar. Be sure to add the name of the person who contacts you so that future mailings will be personalized. For organizations who do not reply within three of four weeks, a second letter, reiterating our availability would be appropriate. Do not push, but note, perhaps, that the speaking calendar is filling rapidly.
- d. Continuing A Presence: Whether groups answer or not, try to develop four or five mailings a year to your list of organizations announcing activities such as Public Education classes, CME stations, AIM and RAP activities, special functions such as National Safe Boating Week or appearances in boat shows, civic parades or festivals. "The squeaking wheel gets the grease," as you well know. The more familiar groups are with our activities, the more likely they will be to call upon us.

3. Suggested Subjects

Much of the material already described in previous chapters is appropriate for a speaking engagement. In addition, selected subjects from the BS&S book, or areas of interest excerpted from AUXOP specialty courses can be adapted. Consider your audience when developing material. Following are selected subjects for specific groups.

a. General Subjects for Any Group:

- . Overview of safe boating procedures in the local area, trailering tips, launching.
- . Local weather patterns, reading the sky, foul weather safety procedures.
- . Federally mandated safety equipment, additional safety precautions.
- . Hypothermia - dangers, indications, who is susceptible, emergency procedures.
- . Dangers of water and alcohol, role in boating fatalities.

b. Boating Groups:

- . Reading charts, charting a course, piloting procedures, applying set and drift.
- . Problems and maneuvering procedures for the sailor (for the power boat club).
- . Problems and maneuvering procedures for the power boat (for the sailing club).
- . VHF-FM Radio usage and procedures, channel restrictions, operator responsibility.
- . An introduction to operating procedures in other boating territories; e.g.:
 - . River maneuvering, locks and dams procedures for the open water boatman.
 - . Open water maneuvering, currents, tides, docking procedures for the inland boatman.

c. Youth Groups:

- . Basic boating safety procedures, waterskiing safety, consideration of swimmers.
- . Introduction to the AIM program.

3. Adapting Material

Subjects provided in the ARTICLES FOR PRINT enclosure will provide a ready basis for speeches. Many can be combined if a longer presentation is necessary. Most of the BS&S or S&S chapters can also be adapted for use in a lecture presentation. A sample speech is included at the end of this chapter.

B. The Speakers Bureau

A speakers bureau of Auxiliarists who have the time, interest and ability to speak in a public forum can be a valuable resource for pursuing this facet of publicity. If the program is to be pursued vigorously, the PA officer may not feel able to handle the

area alone. It might be well to consider selecting a chairperson for this part of the PA program.

1. Participants

Encourage unit members to volunteer for speaking engagements in their particular area of expertise. Many Auxiliary units have a growing group of retirees who no longer pursue active patrolling, but have valuable experiences to share. This is a job they can do, with the added benefit of their flexibility for scheduling.

2. Training

Members who have had speaking experience, such as teachers, sales persons, and others whose occupations have provided public contact, will be excellent resources for the Speaker's Bureau. Their expertise will be important to share with others who may be willing but have not had previous experience. A workshop should be organized, not only to provide background and training in delivering a lecture, but also to stress key points particular to our position as a member of the Coast Guard family.

3. Lecture Delivery

It is assumed that the lecturer will not be speaking on an unfamiliar subject. The best possible content will suffer, however, with a poor presentation. The following tips may be useful in developing your presentation:

- . Put things in your own words. Be careful using terms or words with which you are not completely familiar as to pronunciation, meaning, and appropriate application. Don't be afraid to look words up in the dictionary if you have any doubts about them.
- . Avoid slang and colloquial expressions. It may be appropriate to use "hey, you guys" at a sports meet but not in a public appearance.
- . Personal anecdotes added judiciously can provide a human interest aspect, and help to keep your audience's attention.
- . Using an outline or 3 x 5 cue cards will keep the presentation organized and moving.

- . If at all possible, try not to read entirely from a script. This can be deadly, and your credibility suffers.
- . Take your time. Speak clearly, and at a moderate pace. Don't rush. There is no prize for finishing fast. Try to avoid filling in pauses with "aahs." Silence really is golden. It allows the audience time to process what you have just said.
- . Eye contact with your audience is most important. Don't gaze off into space or at the ceiling. Try to find two or three friendly faces in different locations, and move your attention between them. If that is uncomfortable, select two or three spots at the back of the room at which to look. A smile once in a while doesn't hurt, either.
- . Try to move away from one spot if at all possible. This technique helps to keep audience attention and maintains eye contact. If presenting to a large audience from a lectern this may be difficult. Investing in a lapel mike could be helpful.
- . Visual aids are great attention holders, if large and clear enough to be seen by the entire audience. If you are using posters or displaying safety equipment, be sure they are clearly visible to all. Slides and films can also be used judiciously. BE SURE THEY ARE SET UP AND WORKING BEFORE YOU BEGIN THE LECTURE.

4. Particular Auxiliary Concerns

Most lay persons have difficulty in separating you, the Coast Guard Auxiliarist, from the regular Coast Guard service personnel. As far as they are concerned, you ARE the Coast Guard. Therefore it is important to observe the following:

- . Appearance is critical. Appropriate uniform is mandatory.
- . Be prepared, whether the talk is about safe boating or about the Auxiliary's functions. You will be asked questions, so know your facts. Be careful not to give false information.
- . You are an official representative of the Coast Guard when in uniform. Do not present personal opinion as official Coast Guard position.

- . Come prepared to distribute the many safe boating pamphlets that are available. If audience members are interested in the PE class schedule or in receiving a CME, know when and where these can be accomplished.
- . Audience members may be interested in Auxiliary membership. Have available cards or handouts listing where you, the Member Resources officer or the Director of Auxiliary may be contacted.

C. Keeping Records

Once the Speakers Bureau is in operation, it will be important to develop some form of record keeping (disposition pending) so as to keep track of requests, as well as your speakers.

1. Volunteer Lecturers

A file should be maintained of the Auxiliarists who make up your speaker's bureau. Besides addresses and phone numbers, information should include times available, subject(s) of expertise, groups before which they have appeared, the date and their topic. Double 3 x 5 cards are perfect for this. They flip open to 5 x 6 and are ruled inside. Personal information can be entered on the front, and when flipped open, there is room for approximately 20 entries.

2. Speaker Request Form

You will find it helpful to develop some type of form with which to keep track of the organizations who ask for speakers. This should contain general information such as\ location, meeting dates and times, age or characteristics of the audience, audience size, any previous presentations, the subject(s) and speaker(s). This will permit you to vary content and speakers for groups who make frequent requests. The form should also provide room for comments by the speaker.

3. Lecture Material

One other file you, or the chairperson of the speaker's group may find most helpful, is material that can be used in developing a lecture. This could include copies of THE NAVIGATOR, the Coast Guard's publication, ON SCENE, the yearly boating statistics publication, and any other articles and/or sources of material concerned with boating safety, search and rescue events, boat handling, and subject matter which might be used by your speakers. Ask you unit members to be on the look out for these materials, also.

D. Sample Materials

The following pages contain some sample materials you may use in pursuing the public appearance portion of your Public Affairs program. You will find samples of a contact letter, A press release, a speaker request form, and a sample speech. Please feel free to use these materials as is or to adjust them to fit your own specific situation.

1. Contact Letter

		1
		2
	Street Address	<u>3</u>
	City, State, ZIP+Four	
	Telephone Number	
		1
	Date	<u>2</u>
		1
		2
		3
		<u>4</u>
	Name of Addressee	
	Attn:	
	Street Address	
	City, State, ZIP + Four	
1		
<u>2</u>	Gentlemen:	
1		
<u>2</u>	When writing a company in general, but directing your letter to a particular person or office, use an attention line between the company's name and its address. Type <u>Attn:</u> and the name or title.	
	Make the salutation agree with the first two lines of the address. If the first line is a company name, the salutation is <u>Gentlemen:</u> even if the attention line directs the letter to an individual.	
1		
<u>2</u>		
1		
2		
3		
<u>4</u>		
	Sincerely,	
	YOUR NAME	
	Auxiliary Title, Spelled Out	
	U.S. Coast Guard Auxiliary	
1		
<u>2</u>	Encl: (if any)	
1		
<u>2</u>	Copy: (if any)	

2. Press Release

SAVING LIVES - SAVING MONEY - SAVING PROPERTY

"Saving Lives, Saving Money, Saving Property" will be the subject of a speech to be given by (speaker's name) of the United States Coast Guard Auxiliary, Flotilla at a meeting of the (organization) on (date). The meeting will be located at (location).

(Speaker's name) is an active member of the Coast Guard Auxiliary, (include here any titles, offices or other pertinent information about the speaker).

The Auxiliary, an all volunteer organization, is a non-military civilian affiliate of the United States Coast Guard. Auxiliarists operate safety patrols and perform search and rescue assistance using their privately-owned vessels and aircraft. The Auxiliary provides public

education classes in boating safety and conducts free courtesy marine examinations for recreational vessels.

3. Speaker Request Form

Speaker Request Form

Date Request Received _____

ORGANIZATION: _____

LOCATION: _____

CONTACT PERSON: _____

PHONE: _____

LECTURE DATE: _____ STARTING TIME: _____

TOPIC REQUESTED: _____

LENGTH: _____

DESCRIPTION OF FACILITY (classroom, stage, head table, lectern available, etc.):

AUDIENCE AGE/CHARACTERISTICS: _____

ESTIMATED ATTENDANCE: _____

Has this group had a speaker from the Coast Guard Auxiliary before: (circle one) YES NO

If yes: Date: _____

Subject: _____

Film or slides used: _____

Speaker: _____

To be completed by speaker after presentation:

TOPIC/TITLE: _____

AIDS USED (films, slides, other): _____

TOTAL NUMBER IN ATTENDANCE: _____

COMMENTS: _____

Name of Speaker (Please Print)

Division/Flotilla

4. A Sample Speech

You will notice that the following speech material has several blanks inserted. These are spots where you can personalize and up-date the material by inserting current boating statistics and specifics concerning your own area of operations. The text has also been provided in double space, so that it can be more easily read, and there is room for any additional personalization you may desire without having to re-type the material. The speech takes between 15 and 20 minutes, and can be extended by the use of slides or a film.

SAVING LIVES - SAVING MONEY - SAVING PROPERTY

THANK YOU VERY MUCH FOR ASKING ME TO BE YOUR SPEAKER TODAY. MY SUBJECT IS BOATING SAFETY _ WHAT YOU SHOULD KNOW ABOUT IT, AND THE STEPS THAT YOU OR YOUR FRIENDS OR YOUR FAMILY CAN TAKE TO AVOID BOATING ACCIDENTS, AND INCREASE YOUR BOATING PLEASURE. FIRST OF ALL, I WOULD LIKE TO TAKE A FEW MOMENTS TO TELL YOU A LITTLE ABOUT THE COAST GUARD AUXILIARY, WHAT THIS UNIFORM REPRESENTS, AND WHAT OUR ROLE IS IN PROMOTING BOATING SAFETY.

WHO ARE THE COAST GUARD AUXILIARY? WHAT DO WE DO? HOW DOES IT AFFECT YOU?

THE UNITED STATES COAST GUARD AUXILIARY IS AN ALL-VOLUNTEER ORGANIZATION CREATED BY AN ACT OF CONGRESS IN 1939, AS A NON-MILITARY, CIVILIAN AFFILIATE OF THE COAST GUARD, AND AS SUCH, PLAYS A SUBSTANTIAL ROLE IN THE NATIONAL SAFE BOATING PROGRAM.

ALTHOUGH I WEAR A UNIFORM TODAY, I AM A CIVILIAN - A VOLUNTEER MEMBER OF THE UNITED STATES COAST GUARD AUXILIARY. THE UNIFORM IS WORN ONLY WHEN A MEMBER IS ON OFFICIAL BUSINESS.

THE AUXILIARY PERFORMS SEVERAL IMPORTANT FUNCTIONS IN SUPPORT OF THE COAST GUARD AND, IN PARTICULAR, RECREATIONAL BOATING SAFETY. THESE ARE THE AUXILIARY'S THREE "CORNERSTONE" ACTIVITIES OF OPERATIONS, PUBLIC EDUCATION AND COURTESY MARINE EXAMINATIONS. AND, OF COURSE, WE DO NOT NEGLECT THE FOURTH CORNERSTONE OF FELLOWSHIP - THE FELLOWSHIP OF PERSONS BOUND TOGETHER IN A COMMON CAUSE.

OPERATIONS WAS THE FIRST MISSION OF THE AUXILIARY. WE WERE CREATED IN 1939 TO PROVIDE A CIVILIAN SUPPORT GROUP TO ASSIST IN PATROLLING ATLANTIC AND PACIFIC COASTAL AREAS DURING WORLD WAR II, SUPPORTING THE COAST GUARD IN PROMOTING SMALL BOAT SAFETY.

ORIGINALLY, OWNERSHIP OF A "SMALL BOAT" WAS A REQUIREMENT. BY 1944 MEMBERSHIP HAD BEEN EXTENDED TO OWNERS OF AIRCRAFT AND RADIO FACILITIES. OPERATIONS CONTINUES TO BE A PRIMARY CONCERN TODAY. IN THE PAST FIVE YEARS THE AUXILIARY HAS BEEN INSTRUMENTAL IN SAVING THE LIVES OF _____ PLEASURE BOATERS, ASSISTED OVER _____ OTHER BOATERS IN EMERGENCY SITUATIONS, AND SAVED OR ASSISTED PROPERTY VALUED AT WELL OVER _____ BILLION DOLLARS.

IN 19__, THE AUXILIARY MADE AVAILABLE TO THE UNITED STATES COAST GUARD _____ PRIVATELY-OWNED BOATS, _____ PRIVATELY-OWNED AIRCRAFT, AND _____ VHF MARINE RADIO STATIONS FOR ASSISTANCE IN MARINE PATROLS, REGATTAS, AND SEARCH AND RESCUE OPERATIONS. EACH ONE OF THESE FACILITIES IS ESPECIALLY EQUIPPED ACCORDING TO UNITED STATES COAST GUARD REQUIREMENTS _ AT THE OWNER'S EXPENSE.

LOCALLY, WITHIN THE ____ COAST GUARD DISTRICT, WHICH COVERS

WE HAVE _____ OPERATIONAL AUXILIARY VESSELS AND _____ PRIVATELY-OWNED AUXILIARY AIRCRAFT. UP TO _____ OF THESE BOATS AND PLANES MAY BE OUT EACH WEEKEND, WEATHER PERMITTING, UNDERWAY ON SAFETY PATROLS, ASSISTING BOATERS IN DISTRESS, AND PATROLLING LOCAL REGATTAS AND OTHER MARINE EVENTS.

IN ADDITION TO THESE BOATS AND AIRCRAFT, AUXILIARY MEMBERS WITH AN INTEREST IN RADIO COMMUNICATIONS MAKE THEIR SERVICES AND EQUIPMENT AVAILABLE TO SUPPORT AUXILIARY OPERATIONS, AND ASSIST THE REGULAR COAST GUARD COMMUNICATIONS SYSTEM AS REQUIRED.

I HAVE EMPHASIZED THAT WE ARE VOLUNTEERS. AUXILIARISTS DO NOT GET PAID FOR THEIR SERVICES, ALTHOUGH WE ARE REIMBURSED FOR GASOLINE AND OIL USED WHILE ON PATROL. WE VOLUNTEER OUR TIME AND OFTEN PAY OUR OWN TRAVEL EXPENSES TO AND FROM PATROL LOCATIONS, AND TO VARIOUS MEETINGS AND CONFERENCES. THIS MEANS THAT WE SAVE THE UNITED STATES GOVERNMENT, AND TAXPAYERS, A GREAT DEAL OF MONEY.

IT WAS ESTIMATED IN 1990 THAT THE AVERAGE HOURLY COST TO OPERATE AN AUXILIARY BOAT ON A SAFETY PATROL OR SEARCH AND RESCUE MISSION WAS \$10.86 AN HOUR - COMPARED TO \$164.00 AN HOUR FOR OPERATING A REGULAR COAST GUARD VESSEL.

THE ESTIMATED HOURLY COST TO OPERATE AN AUXILIARY SINGLE ENGINE FOUR-PLACE AIRCRAFT WAS \$26.00 PER HOUR, AS COMPARED TO NEARLY \$1,300.00 PER HOUR FOR THE COAST GUARD TWIN ENGINE AIRCRAFT.

DOUBLE OR TRIPLE THOSE AMOUNTS FOR TODAY'S OPERATING COSTS. THIS BECOMES A SUBSTANTIAL SAVINGS WHEN, IN MANY AREAS, 25 TO 30 PERCENT OF ALL COAST GUARD SEARCH AND RESCUE CASES ARE HANDLED BY AUXILIARISTS, UNDER THE OPERATIONAL CONTROL OF LOCAL REGULAR COAST GUARD UNITS.

IN 1947 THE AUXILIARY'S MISSION WAS EXPANDED TO INCLUDE COURTESY MARINE EXAMINATIONS AND PUBLIC EDUCATION. QUALIFIED AUXILIARISTS PERFORM COURTESY MARINE EXAMINATIONS ON PLEASURE BOATS, WITH THE OWNER'S PERMISSION. THE BOAT IS CHECKED TO INSURE THAT IT MEETS ALL FEDERAL AND STATE SAFETY REQUIREMENTS, AND HAS ABOARD THOSE EXTRA ITEMS THE AUXILIARY HAS FOUND NECESSARY FOR SAFE OPERATION OF PLEASURE CRAFT. IF THE VESSEL PASSES, A "SEAL OF SAFETY" DECAL IS AFFIXED TO IT. VESSELS DISPLAYING THIS SEAL ARE USUALLY NOT RE-EXAMINED BY LOCAL LAW ENFORCEMENT AGENCIES, UNLESS THE BOAT IS OPERATED IN A CARELESS OR UNSAFE MANNER.

IF THE BOAT IS FOUND TO BE UNSAFE OR DOES NOT MEET THE PRESCRIBED FEDERAL OR STATE REQUIREMENTS, THE SKIPPER IS SO INFORMED, AND URGED TO HAVE THE NECESSARY REPAIRS MADE, OR THE REQUIRED EQUIPMENT PURCHASED FOR THE SAFETY OF BOTH SKIPPER AND PASSENGERS. AN OUNCE OF PREVENTION IS WORTH A POUND OF CURE - THE

OLD ADAGE IS PARTICULARLY IMPORTANT IN RECREATIONAL BOATING
SAFETY.

IT IS IMPORTANT TO EMPHASIZE THAT NO REPORT IS EVER MADE TO ANY
LAW ENFORCEMENT AGENCY CONCERNING COMPLIANCE OR
NON-COMPLIANCE WITH FEDERAL OR STATE REGULATIONS. THE COAST
GUARD AUXILIARY DOES NOT HAVE - NOR DOES IT WANT - LAW
ENFORCEMENT POWERS. OUR CONCERN IS FOR THE BOATER, OUR MISSION TO
BE OF SERVICE AND PROVIDE NECESSARY INFORMATION OF WHICH THE
BOATER MAY NOT BE AWARE.

FEDERAL REQUIREMENTS ADDRESS THE SIZE AND NUMBER OF LIFE JACKETS
CARRIED ABOARD A VESSEL, FIRE EXTINGUISHERS, SOUND PRODUCING
DEVICES, VISUAL DISTRESS SIGNALS, NAVIGATION LIGHTS, VENTILATION
SYSTEMS, BACKFIRE FLAME ARRESTORS, AND VARIOUS OTHER REGULATIONS
CONCERNING REGISTRATION, NUMBERING, HULL IDENTIFICATION NUMBERS
AND THE INSTALLATION OF CAPACITY AND COMPLIANCE PLATES. EACH OR
THESE VARY ACCORDING TO THE SIZE OF THE VESSEL. STATES MAY REQUIRE
ADDITIONAL ITEMS.

THE AUXILIARY PAYS PARTICULAR ATTENTION TO SMALL BOATS - THOSE 16
FEET AND UNDER - DUE TO THE HIGH PERCENTAGE OF ACCIDENTS IN WHICH

THESE SMALLER VESSELS ARE INVOLVED. SIXTY-FIVE PERCENT OF ALL RECREATIONAL BOATS ARE IN THIS SMALL BOAT CATEGORY. IN ADDITION, PERSONAL WATERCRAFT HAVE BECOME POPULAR ALTERNATIVES TO THE MORE EXPENSIVE 16 FEET OR UNDER SIZE VESSEL. ALTHOUGH THE SMALL BOAT IS USUALLY THE SIZE BOUGHT BY BEGINNERS, AND ARE THE FAVORITE CRAFT FOR FISHERMEN AND HUNTERS; WHOSE BOATING IS USUALLY IN REMOTE AREAS; IT IS THE PERSONAL WATERCRAFT WHICH HAS BECOME A LESS EXPENSIVE ALTERNATIVE OFTEN PURCHASED BY THE NOVICE.

IT IS INTERESTING TO NOTE, BY THE WAY, THAT MOST FISHERMEN AND HUNTERS DO NOT THINK OF THEMSELVES AS "BOATERS," ALTHOUGH THEY MAY SPEND SIX TO EIGHT HOURS A DAY IN THESE SMALL CRAFT AS THEY PURSUE THEIR SPORT. PERSONAL WATERCRAFT USERS ALSO DO NOT CONSIDER THEMSELVES "BOATERS".

PUBLIC EDUCATION IS A MAJOR COMMITMENT OF THE AUXILIARY. EACH YEAR, THOUSANDS OF PEOPLE ARE ENROLLED IN COAST GUARD AUXILIARY BOATING COURSES, TAUGHT IN LOCAL COMMUNITIES BY EXPERIENCED VOLUNTEERS.

TWO 13 LESSON COURSES ARE AVAILABLE FOR ADULTS: THE "BOATING SKILLS AND SEAMANSHIP" FOR THE POWER BOATER, AND THE "SAILING AND

SEAMANSHIP" COURSE FOR THE SAILBOAT OWNER. CERTIFICATION OF COURSE COMPLETION HAS BEEN HONORED BY MANY BOAT INSURANCE PROVIDERS WITH A 15 TO 20 PERCENT REDUCTION IN FEES. THE RISE IN COSTS IN BOTH PROPERTY AND LIVES DUE TO BOATING ACCIDENTS TODAY HAS PROMPTED SEVERAL STATES TO REQUIRE ATTENDANCE IN A SAFE BOATING COURSE TO RETAIN A BOAT REGISTRATION. IN ALL CASES OUR COURSE HAS BEEN APPROVED BY THE STATE FOR COMPLIANCE WITH THIS REGULATION.

SUBJECTS COVERED IN THESE COURSES INCLUDE SMALL BOAT HANDLING, TRAILERING PROCEDURES, FEDERAL REGULATIONS, AIDS TO NAVIGATION, RULES OF THE ROAD, PILOTING, MARINE ENGINES, MARLINESPIKE, PRINCIPLES OF SAILING, WEATHER, RADIO TELEPHONE AND LOCKS AND DAMS.

TO REACH YOUNG PEOPLE, THE AUXILIARY HAS SAFE BOATING LESSONS FOR YOUNGSTERS IN THE ELEMENTARY GRADES, AND FOR JUNIOR AND SENIOR HIGH STUDENTS. ALL AUXILIARY CLASSES ARE FREE, EXCEPT FOR THE COST OF THE TEXT AND A POSSIBLE CUSTODIAL FEE.

O, THERE YOU HAVE IT - A QUICK REVIEW OF WHO WE, THE MEMBERS OF THE UNITED STATES COAST GUARD AUXILIARY ARE, AND WHAT OUR ROLE IS IN PROMOTING RECREATIONAL BOATING SAFETY.

THERE ARE WELL OVER 35,000 MEMBERS OF THE AUXILIARY IN THE UNITED STATES. HERE, IN THE _____ DISTRICT WE HAVE ALMOST _____ MEMBERS. IN 1994 WE CELEBRATED OUR FIFTYFIFTH ANNIVERSARY - 55 YEARS OF SERVICE TO THE BOATING PUBLIC.

IN THIS WE ARE PROUD TO EMULATE OUR PARENT SERVICE, THE UNITED STATES COAST GUARD, WHOSE OWN HISTORICAL ROOTS INCLUDE THE LIGHTHOUSE SERVICE, ESTABLISHED IN 1789, AND THE LIFESAVING SERVICE, ORIGINALLY A VOLUNTEER GROUP OF SURF BOATERS ESTABLISHED IN 1785. WHILE THEY ARE THE SMALLEST OF OUR ARMED SERVICES, THE COAST GUARD IS THE ONLY ONE CHARGED WITH PROVIDING DIRECT PEACE TIME ASSISTANCE TO CIVILIANS.

I HAVE TRIED TO GIVE YOU A BRIEF OVERVIEW OF THE AUXILIARY, AND ITS PROGRAMS OF OPERATIONS, COURTESY MARINE EXAMINATIONS AND PUBLIC EDUCATION.

THROUGH PUBLIC EDUCATION, WE TRY TO GIVE THE BOATER THE KNOWLEDGE AND UNDERSTANDING OF SAFE BOAT OPERATION.

THROUGH COURTESY MARINE EXAMINATIONS, WE TRY TO ASSIST THE
BOATER IN HAVING A VESSEL AS TROUBLE FREE AS POSSIBLE, AND THE
PROPER LIFE SAVING GEAR ABOARD.

THROUGH OPERATIONS WE TRY TO PROVIDE A PRESENCE ON THE WATER TO
ASSIST THE RECREATIONAL BOATER IN EMERGENCY SITUATIONS.

THE SECRET OF SAFE BOATING IS KEEPING OUT OF TROUBLE, NOT GETTING
OUT OF TROUBLE. WE OF THE COAST GUARD AUXILIARY ARE DEDICATED TO
PROMOTING RECREATIONAL BOATING SAFETY IN ANY WAY POSSIBLE.
REMEMBER,

SAFE BOATING IS NO ACCIDENT.

CHAPTER 5 - STATIC DISPLAYS

A. Types of Static Displays

The word "static" means standing or fixed, according to Webster. Therefore, any display developed to be read or observed comes under this heading. There are several varieties of static displays that can be developed by an Auxiliary unit. The following are perhaps the most common, but by no means a definitive listing of fixed displays.

1. Posters

Perhaps the most familiar visual display is the ready-made version for advertising CME stations and Public Education classes available from the National Store. These posters can be ordered in quantity by the unit elected officer or Materials Staff officer. They vary in size from 8 x 11 inches to about 30 inches.

2. Bulletin Boards

A bulletin board may utilize prepared posters or those of your own making, plus photos of local activities and persons, printed material and attached objects. Legibility from a distance and security of material are concerns with this media display. Bulletin boards may range from wall-hung models, be placed on an easel, or have their own built-in display stand.

3. Counter Displays

The counter display of pamphlets is ideal for businesses such as marinas, sporting goods stores, or other businesses where counter space may be available. This might be in the check-out area, or in a spot where marine items are on displays.

4. CME Station Displays

A portable display of CME pamphlets and posters can be most effective at a CME station at the local boating ramp. This can draw the attention of passers-by as well as the boatman waiting in line to launch his or her vessel. The key to this type of display is portability and weather resistance.

5. The Window Display

If you can gain access to a store or bank window, you have an ideal spot for a truly dramatic display. Window shopping today is almost a national pass-time. Small store owners who design their own window displays, are generally only too pleased to have someone relieve them of that responsibility on occasion.

Since this type is "behind glass" and therefore secure, a multitude of arrangements can be developed drawing upon a combination of sources from printed material, actual safety equipment, and aids to navigation displays, to charts, books and piloting equipment used in a PE course.

6. Boating Safety Booths

These are generally elaborate set-ups which require the presence of an Auxiliarist. They can be most effective when used in conjunction with a boat show. Pamphlets are a must, as well as posters explaining the Auxiliary PE, CME, SAR, and RAP-AIM programs. Slides and video tape presentations can also be used most effectively.

B. Audience

The effectiveness of a static display will depend upon the audience which observes it. Where you place your display will determine both who and how many persons will see it.

1. General Exposure

Places frequented by the public at large will provide the greatest exposure to your message. Included in that general group there is bound to be a percentage of persons for whom that message is of interest. Window displays, for instance, will provide general exposure to the people who frequent that particular store or shopping area. In a small town, that may include the majority of the residents. In a large city, the audience will be limited to those persons who make it a point to shop in that area. This will also be true of the poster or bulletin board placed in a window, a grocery store, or a laundromat.

2. Special Audiences

Every fisherman knows you will catch more fish if you cast your net where the fish are. Your publicity efforts will be more productive if they are placed in spots frequented by people who are involved in water sports. A poster at the local marina will be seen by more boaters than the poster at the laundromat. That isn't to say that you shouldn't fish in both ponds. If your materials are limited, however, place them where they have the best chance of catching the most fish!

3. Length of Display Time

Time of exposure becomes particularly important for a static display. Poster and bulletin board displays will need to be in place for at least two weeks; longer, if possible. If you are publicizing a PE class, for instance, you may want at least three to four weeks exposure.

4. Timing For the Best Audience

Appropriate timing, as well as length of time can be a very important consideration. A boating safety booth at the local shopping mall which is manned from 9:30 AM to 5 PM Monday to Friday will have far fewer viewers interested in boating safety courses or CMEs than one manned the same hours on Saturday or Sunday. If your booth is timed to coincide with another event, such as a boat show, or a sporting goods show, your audience will increase also. When a great deal of time and effort has gone into developing materials, it is important to get the most results from them.

C. Development Of Static Displays

Each of the displays mentioned above can be developed to fit a particular unit's needs in a variety of ways. Some materials are already available to you from the National Store. Other units may have talented and creative members who wish to develop their own materials. Following are some ideas and suggestions that you may wish to use as-is, or expand upon.

1. Posters

Each Auxiliary-prepared poster has room for time, date, location, and a personal contact person for the event being publicized. It is recommended that plain block lettering be used. This style is easiest to read, and will be legible from the greatest distance.

- a. Special Events: Posters for special events, such as boat shows or a public appearance will need to be developed personally. There are a great many aids available if you decide to "build your own" poster.
- b. Poster Materials: Check the local stationery or business products store. There are a great many graphic products available today to use for artistic endeavors. Pressure sensitive lettering, for instance, is available in many sizes and colors, giving a professional appearance to your printed message.

2. Bulletin Boards

Much depends upon size, and the area where the bulletin board is displayed. "Secure" bulletin boards (e.g. behind glass) such as those found at a marina or school will give you the most for your effort, as some kind of control is generally exercised over what is displayed there. There is much less chance that someone will place their 3 X 5 card advertising free kittens in the middle of the poster you worked so hard to develop. If you plan to use an open-to-the-public type, such as those found in the laundromat or grocery store, you will need to monitor it constantly, and be prepared to replace them often, as graffiti can be a real threat.

3. Counter Displays

National stores has small cardboard displays to hold pamphlets which often are included in the pamphlet shipping carton. The creative Auxiliarist may wish to develop a unique display case of their own. Check with your local book store or newspaper stand. The counter-top or revolving wire display for pocket books makes an ideal display case for the pamphlets provided by the Coast Guard.

4. CME Station Displays

There are several types of displays that can be effective for this activity. The three most viable are the sandwich board, the stand-alone display, and the use of banners or signs.

- a. The Simple and Portable Sandwich Board: A common variety of display is the double board hinged at the top, with an adjustable brace on one or both sides to give it some stability. This could be painted, or fitted with the most recent CME poster available from national stores.
- b. A Stand-alone Design: A more ambitious kind of CME display might be a semipermanent stand-alone design, such as three or four plywood panels hinged to stand in a triangular or rectangular shape, but easily folded down for transporting to another location. This might be placed in a heavily trafficked area, and utilize a variety of posters and pamphlets.
- c. Banners and Signs: A CME banner is also available from national stores. The banner can be tied between posts, or to the side of a car or van. Many flotillas that have a permanent station on a navigable body of water from which to operate, often have an Auxiliarist available on weekends for "drive-up" CME's. In this case, the banner could be mounted permanently to a substantial backing, then fitted with rings for hanging on the wall of the building.

5. Boating Safety Booths

Units that are active with regional boat shows or marine dealer shows may wish to develop a semi-permanent Boating Safety Booth. Such a booth may be a long term investment for the Flotilla or Division. If this is to be a major undertaking, and the anticipated result one of long lasting quality, the following factors should be considered.

- a. Flexibility: The ability to make changes in material to be displayed should be considered. It may be wiser to have plain surfaces where

new and up-dated posters or visual aids can be attached, than to try to make permanent displays.

- b. Manageability: While you will want to select materials that are sturdy, do be aware of weight and size, especially if you expect to be transporting the booth to many different locations. A structure which can be separated into easily handled sections and can be transported and set up by any member, young or old, male or female, will be much more usable than one for which you need to rent a trailer. When you put a lot of time and effort into the construction of a display, you want it to be used, not left behind because it is too heavy, too unwieldy, or too difficult to put together.
 - c. Durability: Another consideration is whether the booth will be used indoors and/or outdoors. A variety of construction materials can be used for a booth which will never face the elements, but weather proofing will be necessary if the booth is to be exposed to the weather.
 - d. Materials: Some light-weight materials to use might be corkboard, plexiglass, or pegboard. Thin pegboard panels, reinforced with lath around the edges, can be used in a variety of ways for visual displays of required safety equipment. These can be used in constructing a table-top display, or one that is free-standing. The variety of hooks available for pegboard provides a limitless variety of display uses.
6. The Window Display

An Auxiliary display in the store window of a local merchant or bank can be most effective, and provide an efficient way to get the attention of the public.

Some guidelines:

- a. Planning the Display: Once you have gained approval from the store owner for the use of the window, get the exact dimensions of the allotted space, and develop a model or layout plan for your display. Be sure the store owner approves your plan before you begin setting up.

- b. Selecting A Theme: Analyze the message you have in mind. This is a visual concept, and a cluttered space will distract the viewer. If the window space is small, select one point or theme - CME, PE, Safe Boating Program - but don't try to do all three.
- c. Attention-getting Techniques: The most effective display will have a central eye-catcher. Branch off with smaller items, then bring the observer's eye back to the central message. Strong color schemes, unusual photos, catchy phrases used in headlines or banners will catch the passerby's attention long enough to understand what you are trying to say.
- d. Lighting: Lighting can be very important also. Adjustable spots can allow you to focus on specific areas, and help to draw the eye around the display. If there is no provision for lighting when the store is closed, consider battery-operated spots.
- e. Prompt Removal: Be sure to set up and take down promptly at the store's request. They are providing you an important service by giving up their own advertising. Treat it with respect.
- f. Acknowledgement of Services: Be sure to acknowledge the cooperating store owner. Pictures of the window in the local newspaper, recognizing the store's support in a public announcement, a certificate of appreciation, any and all will create good PR and usually an invitation to return.

D. Maintenance

All displays will require some maintenance. Be sure to check the condition of all displays before they are brought before the public's eye. The physical display should be examined for signs of wear, and any items needing attention cared for.

1. General Maintenance

Remove and replace posters which have faded or are smudged, outdated or "shopworn". If you are using actual equipment in a display, such as life vests

or cushions, be sure they are not faded or shabby. Labels should be clean and clear, no rusty buckles or loose straps.

2. Preventive Maintenance

Preventive maintenance is worth the time and trouble. a coat of clear polyurethane on painted surfaces can preserve and maintain them for a long time. Likewise, a little lubrication to metal joints or hinges can prolong their life, ease their operation and enhance their appearance.

CHAPTER 6 - PHOTOGRAPHY

A. Introduction

To many people, photography is a hobby. To others, it is a profession. Some may use photography as a vehicle for expressing artistic ideas and concepts. No matter how it is used, photography can be a strong means of communication through the use of visual images.

1. Use of the Medium

Photography is a medium used to record events, and convey messages, ideas, and opinions. Every photograph is a report on something, as seen through the eye of the photographer. How well it reflects what was actually seen depends upon how well it was conceived and executed, and, more importantly, how it is understood by the beholder.

2. Composition

We all know the age old saying that "A picture is worth a thousand words." This is true, providing one does not need a thousand words to explain what the picture is attempting to portray. While magazines and newspapers are always on the look-out for good human interest and action photos, the traditional "grip and grin" are rarely worth the space allotted to them. Learning what makes a good composition is 90 percent of the battle in getting the newsworthy - and sometimes prize winning - photograph. This chapter will attempt to provide information for the new, as well as seasoned photographer about handling the camera, how to select the appropriate film, and most importantly, basic hints that will help you get that special photo.

3. How A Camera Works

A camera is essentially a light-tight enclosure with a lens at one end, and a fitting to accept a light-sensitive film or plate on the opposite end. The photograph is taken by allowing light to pass through the lens to form an impression on the light-sensitive material. This impression is invisible, termed

a latent or "hidden" image, and becomes visible when the film has been subjected to a developing process.

4. Basic Controls

Learning to operate a camera effectively requires your understanding of the function and use of focus, exposure, light and photo content

- a. Controlling Focus: In all but the simplest and cheapest of cameras, provision is made for adjusting the relationship of the lens to the film so that objects at differing distances may be focused in turn.
- b. Controlling Exposure: Light is prevented from reaching the film by a shutter, whose mechanism to allow the operator to select an exposure of a specific duration.
- c. Controlling Light: The amount of light reaching the film during a given exposure is controlled by a diaphragm, the size of which is variable, and may be set by the operator.
- d. Controlling Content: Finally, the camera is equipped with a device by which one can center upon the subject to be recorded, called a viewfinder.

C. Selecting A Camera

What is the best camera? This is a difficult question to answer, as there are so many variables to be considered. Best for what type of photography? Best for whom?

1. Selection Criteria

While there is no a "best" camera for everyone, you should be most successful in selecting the camera that is right for you if you use these three criteria:

- . Consider the nature of the photography for which it will be used.
- . Consider the accessories available for that particular camera which you feel are necessary, and that you will use.
- . Consider how much money you are willing to spend.

Since, for our purposes in this manual, we are most interested in pictures for newspaper and/or magazine publication, the discussion here will be confined to still photo cameras.

2. The 35 mm Camera

Perhaps the most versatile camera for all-around use is the 35 mm reflex camera. It is compact, durable, and on the whole, relatively inexpensive to operate. Film may be purchased in color or black and white, a variety of interchangeable lenses are available, and the viewfinder shows very closely how the actual scene will be recorded. The single lens reflex camera may seem to have an endless number of knobs, levers and scales, but actually is just that basic camera expanded. With the new automatic 35 mm cameras, those knobs, levers and scales are greatly reduced. All you need to do is concentrate on taking taking the picture. The camera does the rest.

3. Selection Assistance

When buying a camera don't be shy about asking the dealer to discuss and demonstrate fully the features of each brand and model you are considering. Be sure the dealer knows what your needs are. If you are an amateur, say so, and ask for complete explanations of each camera feature. Don't buy more horsepower than you will ever use. Once you have made your selection, be sure to read the accompanying manual carefully, and follow its directions. "Making friends" with the camera will help you get the most use and enjoyment from your purchase.

D. Handling the Camera

If you are a beginner, it is important to get as comfortable as possible with the camera. Only in this way will you be able to get the clear sharp pictures you desire. Understanding what happens when you take a picture is important in deciding other matters, concerning film, lighting and distances.

1. Camera Controls

Practice handling the camera without film in it. Locate and practice adjusting its controls_SHUTTER RELEASE_FOCUS FUNCTION_FILM TRANSPORT_SHUTTER ADJUSTMENT (if available)_APERTURE CONTROLS_FLASH ATTACHMENT AND HOW TO ACTIVATE_REWIND MECHANISM_your fingers should automatically reach for the proper controls without having to study the camera each time it is used.

2. Shutter Function

Open the back of the camera and watch the action while you press and release the shutter button. As you press the button you will notice the curtain type mechanism shoot across the opening. This is the camera shutter. You should also have noticed light coming through the slot in the shutter for a very brief period. This is coming through a hole, called the aperture opening, located behind the lens. The automatic camera will adjust the speed of the shutter, depending upon the amount of light coming through the aperture opening. This is what determines exposure time. DO NOT TOUCH THE SHUTTER CURTAIN. IT IS VERY FRAGILE.

3. A Steady Camera Hand

Press the shutter release button firmly and smoothly. Don't punch the button. This will most often result in just enough camera movement to blur the picture slightly. Try watching yourself in a mirror when you practice releasing the shutter. You will see if you are moving the camera.

4. Supporting the Camera

If the light is not bright, as in the case of a night shot without a flash, or a dimly lit room, your best bet is to rest the camera on a solid support. This will prevent any unwanted camera movement. For the most part, you will be using an focusing camera. If not, be sure you have focused sharply on your subject. A tripod may be a good investment if you find you are taking many pictures in this kind of situation.

5. Natural Lighting

Natural or available light is the easiest with which to work, since you will not have to fuss with calculating distance between a light source and the subject. This may be used both out doors and indoors. When shooting with color film using available light indoors, alternative light sources will produce some unexpected results. Florescent light will produce green pictures on outdoor color film. Incandescent lighting (the ordinary light bulb) will produce a red cast to your pictures. Some processing labs can filter out the color distortion when they set up the printing program for your film. Be sure to note the need for filtering when you order the processing if your lab can accommodate this.

6. Using A Flash

Most cameras will accommodate a flash unit, which is synchronized to operate as you press the shutter button. This will simulate the color of day light, and is most effective when using daylight color film indoors or in the evening. "Fill flash" is an effective use of the flash unit when you wish to eliminate dark shadows in a day light photo.

E. Film Selection

A wide variety of film can be purchased, but how do you decide upon the correct one for the job? There seem to be a great many specifications - speed, light sensitivity, daylight or artificial light, black and white, color, print or slide film. When selecting film, it is important to first consider which type and speed best suits your needs. It is true that you can have slides made from color prints, and prints made from colored slides, but you will get the best quality for the most economical price if you use the film selected for it's intended purpose.

1. Types of Film

Film is available for the 35 mm camera in two basic types; print film and slide film. Each has its advantages and disadvantages. Selection of film is dependent upon your particular needs.

- a. Print Film (Kodacolor, Fugicolor, Agfacolor, etc.):
Color negative film (negatives from which photos are obtained) produces photos that are easy to view, display, carry and mail. They have extended exposure and color latitude, which will result in a higher percentage of satisfactory results. Color and density can be corrected and prints can be remade if unsuitable. While prints can be enlarged, there is some loss in clarity, the process is expensive, and not practical on a large scale basis.
- b. Slide Film (Kodachrome, Fujichrome, Agfachrome, etc.): The slides obtained when using color reversal film cannot be viewed easily "as is." They need a secondary light source shining through the slide to be viewed. When displayed through a projector, slides can reach a large audience simultaneously. That image can be enlarged with little loss of clarity. Slide film also provides precise response to exposure and color filtration adjustments.

F. Film Speeds

Whether black and white or color, all film are classified according to their sensitivity to light. This is known as the FILM SPEED. The higher the rating number, the more sensitive to light. Exposure speeds or indices for film are found on the film box, as well as on the data sheet packed within the box.

1. Low Speed Film

Film with an ISO speed index of 25 to 64 will have a fine grain and excellent sharpness. This film is a good choice for high quality enlargements and pictures to be shot in bright lighting. It is wise to use a tripod when using low speed film to get the maximum picture quality.

2. Medium Speed Film

Medium speed film, marked ISO 100 and 200 have fine quality and can be used in a variety of lighting conditions. For general work, such as you will be

doing for Public Affairs activities, ISO 200 film is ideal for both slide and print film.

3. High Speed Film

Film marked ISO 400 and up will have more noticeable grain, but can be used to photograph in dim light. High speed film can increase your range of picture opportunities, add to the usable camera settings in dim lighting, and extend the choice of equipment and accessories you can use, such as lightweight zoom lenses. These factors can provide a broader opportunity to experiment with creative photography.

G. Exposure Variables

The exposure controls on the camera regulate the amount of light that reaches the film. Exposure will effect the lightness and darkness of color slides, and the amount of detail and tone quality in film for prints. The term indicates the particular combination of shutter speed and diaphragm opening used in regulating the amount of light to reach the film. If film receives too much light, the negative or slide will be overexposed. Conversely, if not enough light is used, the result is underexposure.

1. Lens Opening

The lens opening, or aperture size is indicated by a number called an "f-stop." The larger the number, the smaller the lens opening. Each full lens opening change doubles or halves the light allowed. The lens opening can be compared to the human eye. When it is dusky or dark, one will open the eyes wide to take in as much light as possible. When we go outside in bright sunlight, however, we "squint" out eyes to adjust to the increased brightness.

2. Shutter Speed

Each change in shutter speed doubles or halves exposure time. Faster speed can freeze motion, 1/250 second or faster. The combination of aperture or diaphragm size and exposure speed determines the amount of exposure. If a large aperture is used, the shutter speed may be faster, a small diaphragm setting will use a slower shutter speed.

3. Metering Methods

There are four ways for metering the combination of f-stop and shutter speed, depending upon the sophistication of the camera that you are using.

- a. Programmed: The camera selects both f-stop and shutter speed automatically, this is typical of the newer "point-and-shoot" cameras on the market today. Some of these will even fire the built in flash if the lighting is poor enough to warrant it.
- b. Automatic: One of the two settings is selected by the camera. "Aperture preferred" selects the shutter speed when you set the f-stop. "Shutter preferred" selects the f-stop when you select the shutter speed.
- c. Metered Manual: You use the camera's meter and exposure indicator as you adjust the f-stop and shutter speed.
- d. Manual: Settings are determined without the camera's meter.

5. Exposure Guidelines

- a. Color Slide Film: Control exposure as precisely as possible. Measure the light intensity by the highlights on the subject. Overexposure will bleach out the picture.
- b. Color Print Film: When in doubt overexpose. Measure intensity of light by the shadows on the subject. If you are unsure of what setting to select, walk up to the subject, and if possible, measure the light reflected off the surface, then back away, using that exposure. Your camera manual will provide details for how to do this.

H. Depth of Field

Depth of field is defined as the distance between the nearest and the farthest point of acceptable sharpness in the scene to be photographed. It may be considered the area in front of the camera within which all subjects or objects appear in acceptable focus.

Most interchangeable lenses have depth of field scales marked on the lens barrel. Using this scale will add another creative dimension to your picture taking.

1. Factors That Influence Depth of Field

- a. Focal Length of Lens: A wide angle (short focal length) lens of 21 to 35 mm offers more depth of field. A telephoto (long focal length) lens of 100mm and longer offers a shorter depth of field.
- b. Diaphragm or Lens Opening: The larger the opening the shorter the depth of field, the smaller the opening the greater the depth of field.
- c. Camera-to-subject Distance: The longer the distance to the subject, the more the depth of field. The closer the distance, the shorter the depth of field.

2. Using Shallow Depth of Field

This selection isolates the subject from the background. It is ideal for portraits, close-ups, floral pictures of a specific piece of equipment. Use the largest lens opening that is practical, the longest focal length of lens, and the closest distance possible.

3. Maximum Depth of Field

Select this when detail is critical at several distances, such as large meetings, regattas, or a scenic or landscape setting. This is also the setting to use when you don't have time to focus each shot, such as sports events or candid shots. Use the wide angle lens, a smaller aperture setting. If your camera is so equipped, depress the field preview button for sharpness verification.

I. Composition

Why are some pictures more appealing than others? Most good pictures are not the result of a fortunate accident. They are carefully composed in a pleasing arrangement of line and mass. With a few basic guidelines to follow, you can make the most of any situation, and be ready when good picture opportunities present themselves.

1. Bringing Out the Subject

The following techniques will help you take the best picture:

- . Move in close to increase subject size. Try to fill the frame of the viewfinder.

- . Move subject away from a wall at least three feet. This will eliminate strong shadows and distractions from a busy wall design.
- . Watch for flagpoles, plants, other elbows, structural beams that may appear as an unexpected part of the subject's body. Change camera angle to eliminate these distractions.
- . Limit the number of people in a photograph; three to five at most. Group pictures are best taken with the specific camera and film for that activity. Generally, a group picture taken with a 35 mm camera will be less than satisfactory.
- . Try to simulate some action or natural activity. The posed "grip and grin" shot is necessary at times, but avoid if at all possible.
- . When taking a series of award presentation shots, change your angle from time to time. Try to have the participants look at each other or at the presentation.
- . Think "photo journalism" as you set up a picture. How would National Geographic or Smithsonian magazine show this particular scene or shot.

2. Technical Considerations

There are several technical concerns which need to be considered as you plan your photo session. If they are a part of your planning, you will increase your chances of having a successful return on the time and energy spent with your camera.

- a. Materials and Processing: Be sure the materials you are using are adequate to do the job you desire. Be sure to use the right kind of film for the job. Use quality film and processing. The one hour labs usually do an excellent job, and will do over your rejects if you are unhappy.
- b. Overextending the Camera: Do not shoot from the back of the room. A built-in flash will not carry far enough if the subject is more than 20 feet away. Limiting the depth of field to important subject matter will allow you to step in closer.

- c. Height versus Width: While the usual way to hold the camera is lengthwise, don't be tied to this mode for ever. When the composition is taller than wide, hold the camera in the vertical mode. This can also help to eliminate outside distractions.

J. Suggested Picture Taking Events

Certain events lend themselves to picture taking opportunities. These include, but are not limited to, the following:

Public Education classes

Flotilla-Division-District elections

Visits by prominent Auxiliarists or Coast Guard personnel

Local notables joining the Auxiliary, or accepting plaques or appreciation certificates

Auxiliarists receiving awards

Auxiliarists giving lectures or speeches

Patrol activities

Search and rescue missions

CME stations (especially during National Safe Boating Week)

Local boat shows (particularly when both Coast Guard and Auxiliary have booths or exhibits.

Marine Boat visitations

Academy Introduction missions

Meetings and/or press conferences

K. Writing The Caption Or Cut Line

No matter how good the photo, it will still require at least some explanatory text. This is referred to as the caption or cut line. Captions have four basic functions:

- . They explain the action.
- . They identify the subjects.
- . They provide background information for the photograph.

- . They provide credit to the photographer.

Be sure to consider the following items.

1. Brevity

Keep the caption short and to the point. When there is an accompanying story just identify the people, briefly describe the action, and identify the photographer. Don't repeat information contained in the story.

2. Integrity of Photo Surface

Type captions on a separate piece of paper and attach with tape to the back of the photo. The "post-it" type pads are ideal for this. DO NOT USE CLIPS OR STAPLES. Holes and/or dents to the photo can spoil it for reproduction uses. NEVER WRITE DIRECTLY ON THE BACK OF THE PRINT. This will often register through to the face of the photo, making it unusable.

3. Mailing Procedures

Protect your prints by placing them in a sturdy envelope with a cardboard stiffener. Print or stamp on the envelope PHOTOGRAPHS: DO NOT FOLD. If you want the photos returned to you, be sure to include a return address, and better yet, a self-addressed envelope.

ENCLOSURE 1:

MEDIA KIT

The following media kit was the winner of a National Public Affairs award plaque for a District program. It was developed to assist Public Affairs officers at flotilla and division levels, particularly those who were new in the position, to set in motion an active year-long program. With few alterations, it provides an excellent model for use by both new and experienced Public Affairs officers in planning the operation of their flotilla or division PA program.

UNITED STATES COAST GUARD AUXILIARY PUBLIC AFFAIRS MEDIA KIT

In order to obtain good and consistent local press for your Division or Flotilla, it is necessary to mount an aggressive media campaign. This media kit is designed to make the job easy for you, so you can spend your valuable time developing good relationships with your local press representatives, instead of your typewriter. Do not however, stop doing what public affairs you are already accomplishing with your local press and community, just weave this program into yours.

Six easy steps to follow.

1. READ THE CONTENTS OF THIS KIT, become familiar with its contents.
2. Duplicate the Welcome INTRODUCING THE USCGAUX in the front of the book, to the media, part of the kit, stamp it with your Flotilla's phone number, and the name address and phone of your FSO-PA, package it up, and deliver it personally to all your local papers and radio stations. Seek out the Feature Editors and News Directors.
3. Spend a half hour each month, every one of the twelve months of the year, preparing your MONTHLY MEDIA KIT stamp your Flotilla phone on every page, add your name address and title, and mail to all your media. Almost everyone has a daily paper, a couple of weeklies, and one or two radio stations. Don't worry about the regional media, District ADSO's will take care of them in your behalf.
4. During the summer, invite your local newspaper and radio people to JOIN YOUR FLOTILLA ON A DEMONSTRATION MISSION. Show them how you perform a towing evolution, put out a fire, handle a man overboard, and execute First Aid. Show the media what it is you actually do.
5. Also INVITE THE PRESS to witness a public boating class, and a CME demonstration.
6. At the end of the year, invite the press to your change of watch dinner, present them with the THANK YOU letter and the CERTIFICATE OF APPRECIATION in back of the book, give them a round of applause.

Let the press know what you do, how well you do it, and they will appreciate your presence in town enough to continue to give you good press. Remember good press only comes through good work.

This Media Kit contains:

1. A USCGAUX Introduction Kit for the Media, including a Welcome letter, our history, and our mission. You will add the roster of your officers, and mail them to your local media Editors, and Radio Station News Directors.
2. A series of 12 NEWS RELEASES, one for each of the 12 months of the year, some ready to mail, all you have to do is add your Flotilla phone number, and name and address of your SFO-PA. Some press releases which you will write, where we've given you the subject heading only.
3. A series of 12 'MINI-FEATURES', to be mailed to the media, all you have to do is stamp your flotilla phone number on it, and the name and address of your Flotilla FSO-PA.
4. A series of 'SHORT-BITES', consisting of small space print articles, and short radio spots, to send to your media, all you have to do is stamp your Flotilla phone on the copy, and add your FSO-PA name and address.
5. A Thank You letter, and a Certificate of Appreciation, to present to the editors and News Directors who have published your materials throughout the year.

QUICK RECAP

1. Read and become familiar with the contents of the kit.
2. Deliver the Media Introduction Kit to each local newspaper and radio station personally. Make your presence known.
3. Then mail them your PRESS RELEASE, MINI FEATURE, AND SHORT BITE AND PSA KIT every month, month after month, do not fail.
4. In early summer, call your Editors and News Directors, and invite them on a Demo ride. Take them out on the water, and show them how you handle a towing evolution, a fire, a man over board, a first aid situation.

5. Invite your local press to witness a CME Demo, and a Public Boating Course in progress.
6. At the end of the year, invite your editors to come to your change of watch, give them an award, and a round of applause.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROL COURTESY EXAMINATIONS**

WELCOME

During the past five years, civilian volunteer USCG Auxiliarists have saved over 6,000 lives, assisted more than 100,000 pleasure boaters in distress, and saved, or helped save property valued at over two billion dollars.

Coast Guard Auxiliary Patrol Boat Crews, are trained and certified in dealing with numerous on-water emergencies. These Unpaid Civilian Volunteers undergo extensive training and exacting certification standards before they "Qualify" as "Boat Crew", "Vessel Operator", "Instructor", or "Courtesy Vessel Examiner". In addition, most USCG Auxiliarists are long time local pleasure yacht skippers, or crew, with many years of experience on and around our local waters.

A "Professional" Coast Guard Patrol Boat costs over \$1,500.00 per day to operate. A "Volunteer" Coast Guard Auxiliary Patrol Boat with crew of four, costs about \$100.00 per day. That's less than 10% of Coast Guard cost. There are nearly 20,000 such Auxiliary Patrol Boats nationwide. A substantial saving for you, the taxpayer.

This Media Kit, and the monthly news releases which we'd like to send to you, helps tell the USCG Auxiliary story.

Thank you for placing us in consideration for publication and broadcast.

Cordially,
Public Affairs Officer

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

**Press Background Information
U.S. Coast Guard Auxiliary History**

In 1939 the U.S. Coast Guard Auxiliary was created by an Act of Congress to assist the Coast Guard in promoting safety on the water. Still the only boating organization in the country so authorized, the Auxiliary today has more than 1,300 flotillas throughout all 50 states, Puerto Rico, the Virgin Islands, American Samoa, Guam, and a membership exceeding 40,000 men and women.

The Auxiliary is a volunteer, non-military organization which retains a close affiliation with the Coast Guard yet remains strictly civil in nature. Any U.S. citizen 17 years of age or older is eligible to join the Auxiliary if they own at least 25 percent interest in a boat, aircraft, or radio station, or have a special talent or skill useful in the boating safety field. Although the Auxiliary participates in various activities, the three basic programs of the Auxiliary are public education, courtesy marine examinations, and operational missions.

One of the great services of the organization is its public education program. Boaters have a choice of Auxiliary courses, each designed to meet the needs of a particular segment of the boating population.

BOATING SKILLS AND SEAMANSHIP (BS&S) Included are such basics as boat handling, safe boating techniques, terminology, boating laws, rules of the road, and aids to navigation, piloting, marine engines, marlinespike seamanship, sailing, weather, radiotelephone, and locks and dams.

To meet the great demand for sailing instruction, the Auxiliary offers SAILING AND SEAMANSHIP (S&S) It includes sailing terminology, principles of sailing, basic sailboat handling, lines and knots, and methods of handling emergency situations.

The newest Auxiliary public education course is COASTAL PILOTING, covering knowledge necessary for boating on large waters such as the Atlantic Coast. Among the

topics covered are charts, navigational instruments, tides and currents, magnetic compass, and the many means of determining position on the water. The course concludes with a "piloting problem" which makes practical application of all the topics learned in the course.

In addition to these regular courses, the Auxiliary provides a special short lecture program on boating safety for schools, churches, or other organizations. All public education is given by qualified Auxiliary instructors, many of whom have had years of experience on the water, and all of whom are well acquainted with the subjects they teach.

The Courtesy Marine Examination program is the second basic "cornerstone" activity of the Auxiliary. These safety equipment checks are provided as a free public service, performed at the request of the boat owner or operator. The annual "Seal of safety" decal indicates that at the time of the examination the boat not only met federal regulations and safety-related equipment requirements of the state in which the examination was conducted--but also satisfied initial Auxiliary requirements that may go considerably further in some cases. The examination is, in effect, a "one-on-one" educational program involving a valuable exchange of boating safety information. These examinations are conducted by specially qualified Auxiliarists who have been trained as Courtesy Examiners.

Each year, the Auxiliary's operational activities help thousands of recreational boaters who find themselves in trouble. Auxiliarists cooperate with the Coast Guard and State boating officials to augment their forces for search and rescue missions, safety patrols, and regatta patrols.

Another of the Auxiliary's programs is Project AIM, Academy Introduction Mission. Annually since 1955, Coast Guard Auxiliary units throughout the country have sponsored a visit to the Coast Guard Academy for selected high school students. The visit is 5 days in length with meals, lodging and transportation provided to the students, many of whom compete for appointment as a Coast Guard cadet subsequent to their visit. This program has been successful in promoting interest in, and desirable publicity for, the Coast Guard and its Academy.

RAP, Recruitment Assistance Program, is another cooperative Auxiliary effort to aid in the Coast Guard's procurement of officers and enlisted personnel.

One of the lesser known activities of the Auxiliary concerns its support of the Cooperative Charting Program, conducted by the National Oceanic and Atmospheric Administration's National Ocean Survey (NOS). A matter of great importance to anyone concerned with safety in boating, chart updating activities are often carried out by Auxiliary members. They frequently submit to the Marine Chart Division of NOS their recorded observations of water-front changes which are significant for nautical chart revision. Typical reports from Auxiliarists include observation of conspicuous landmarks; off-shore features, aids to navigation, mooring buoys, shoals, snags, etc. (Malfunctions of aids-to-navigation are reported promptly to the Coast Guard.) The information in such reports is evaluated by NOS, and often incorporated into the revised charts.

Each summer, when the President of the United States proclaims National Safe Boating Week, the Coast Guard Auxiliary is a leader among some twenty other organizations, represented on the National Safe Boat Week Council. As members, Auxiliarists organize promotional programs and provide public affairs materials and displays. During National Safety Boating Week, Auxiliarists are especially active in the performance of courtesy marine examinations and safe boating demonstrations.

For further information about the Auxiliary, call.

MONTHLY
NEWS
RELEASE

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

MONTHLY NEWS RELEASES

JAN	BASIC BOATING CLASSES COMMENCE FOR SAIL AND POWER BOATERS
FEB	TAKE ADVANTAGE OF US, WE'RE YOUR LOCAL USCG AUXILIARY 12 MONTHS OF THE YEAR
MAR	60 LOCAL SKIPPERS TAKING USCGAUX BOATING COARSE (Flotilla Direct)
APR	FREE VESSEL COURTESY EXAMINATIONS START APRIL 1
MAY	SAFETY & SAR PATROLS START MEMORIAL DAY NATIONAL SAFE BOATING WEEK
JUN	USCGAUX BIRTHDAY CELEBRATION
JUL	10 LOCAL SKIPPERS QUALITY FOR USCGAUX BOAT CREW PROGRAM (Flotilla Direct)
AUG	USCGAUX ANNIVERSARY CELEBRATION
SEP	BASIC BOATING CLASSES COMMENCE FOR SAILORS AND POWERBOATS
OCT	USCGAUX FLOTILLA MEETS ANNUAL PERFORMANCE GOALS (Flotilla Direct)
NOV	JOIN USCG AUX NOW BECOME PART OF GREAT VOLUNTEER PUBLIC SERVICE TEAM
DEC	FLOTILLA ELECTIONS 7 STAFF OFFICER APPOINTMENTS (Flotilla Direct)

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News for Immediate Release: January

Free USCG AUXILIARY Basic Power Boating, and Basic Sailing and Seamanship Courses Start This Month.

Classes for "Boating Skills & Seamanship" for powerboats and "Sailing & Seamanship", for sailors weighs anchor for 12 weekday evenings starting this month. This courses are free of charge, the text and educational tools are available at a nominal charge. The Instructors are experienced local sailors and power boat skippers who are also USCG Auxiliary trained and Certified Instructors.

We are convinced that a graduate of this course will enjoy sailing more and will be less likely to have accidents or problems on the water. In addition, most of our graduates have fine safety records, and receive insurance discounts as well, upon completing our courses.

Basic Boating Skills and Sailing and Seamanship courses have been produced for the boating public by the USCG AUXILIARY to provide you with a unique and excellent combination of motoring and sailing theory, seamanship techniques, legal responsibilities, personal safety for crew and passengers, boat handling, rules of the road, the latest Federal Boating regulations and other subjects which will help you to become a more proficient sailor.

The materials are organized in the same sequence in which you board your boat, prepare to get underway; undock; pilot your way through the harbor to get out into open water; motor or sail; enjoy; then return safely. In addition, you'll learn about 'reading the weather' so you can tell when a storm is coming, safe trailering, communicating with your radio telephone and handling of emergencies, handling your engine and or sails, safety equipment, man overboard training, introduction to first aid, and navigation rules.

For more information and early registration call today.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: February

Public can take advantage, all year long, of three key USCG Auxiliary Boating Safety Missions, Public Education, Safety Patrols, and Courtesy Vessel Examinations

The Coast Guard Auxiliary is charged with three missions; PUBLIC EDUCATION, in the classroom, teaching basic boating and sailing skills, free, every spring and fall. SAFETY PATROLS, on the water, assisting distressed boaters with first aid and other emergencies. COURTESY VESSEL EXAMINATIONS, in our harbors, giving free safety examinations to boat owners. If you'd like to volunteer to work on a certified trained, Coast Guard Auxiliary Crew to help serve the boating public, call your local USCG Auxiliary Flotilla for details.

During the past five years, Auxiliarists have saved the lives of over 6,000 pleasure boaters, assisted over 100,000 other boaters, and helped save property, valued at over two billion dollars.

The Public Education mission is to teach Boating Skills and Boating Safety Courses to the public. Each year the BOATING SKILLS AND SEAMANSHIP SOURCE for Powerboaters is taught for 12 consecutive weekday nights starting in January, and again in September. The SAILING AND SEAMANSHIP COURSE, for sailors, is taught 12 consecutive weekday nights starting and January, and September.

These courses are taught by certified USCG Auxiliary Instructors, who are also experienced local powerboat and sailboat skippers. The program has an excellent national reputation, and has been part of the Community for many years.

To fulfill the SAFETY AND RESCUE MISSION, your USCG Auxiliary Flotilla runs on-the-water patrols covering between 10 and 20 square miles of local waters. The volunteer patrols are run during the pleasure boating season, from Memorial Day through Labor Day, and the crews are certified, trained and equipped to deal with first aid emergencies, dewatering and towing, and to assist pleasure boaters in distress. The USCG Auxiliary, also

has qualified volunteer Pilots and Observers overflying areas of high density ship traffic to aid in speeding up Search and Rescue Missions.

The USCG Auxiliary also conducts COURTESY VESSEL EXAMINATIONS in Public and private marines, Yacht Clubs, and local boating mooring areas, for any local boat owner, who would like to have a free, ship and safety equipment check, to help him double check if he has the latest, updated and properly maintained safety equipment and mandated by Federal and State Regulation, and prudent boat ownership policy.

The Auxiliary Courtesy Examiners are usually boat owners, or experienced members themselves, who are certified and trained to know the latest Federal Boating Regulations, and safety equipment needs. If an inspected vessel is found to be safe, a 'SEAL OF SAFETY' is affixed on it.

Boaters are urged, to use USCG Auxiliary Public Services on the water, and ashore, take time out to attend the USCG Auxiliary BASIC BOATING CLASSES, then spend some of their spare time volunteering to be qualified and certified to actually operate with one of the highly regarded Auxiliary Boating Safety Mission Crews. For further information call your USCG Auxiliary today.

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

News Release: March

**10 Local Skippers Certified
as USCG Auxiliary Boat Crew
and Vessel Operator Qualified.
2 Qualify as Instructors,
2 New Courtesy Vessel Examiners.**

The following local sailors and powerboat owners have successfully completed the rigorous USCGAUX Boat Crew and Vessel Operator Qualification Program it was announced today by

The Newly Qualified Skippers are (names)

Also 4 Auxiliarists have become qualified as Instructors and Courtesy Vessel Examiners. They are (names)

The US Coast Guard Auxiliary trains nearly 20,000 members per year in Specialty Courses, whereby members may qualify to teach, to conduct vessel courtesy exams, or to operate or skipper safety patrol boats.

Why not call your Coast Guard Auxiliary today, and volunteer, or take a class. Become part of one of the most important public safety teams on the water today.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: April

**Free, USCG Auxiliary
Courtesy Vessel Examinations,
for area boat owners, start this week.**

One of the key USCG Auxiliary missions is to conduct COURTESY VESSEL EXAMINATIONS in Public and private Marinas, Yacht Clubs, and local boating mooring areas, for any local boat owner, who would like to have a free, ship and safety equipment check, to help him double check if he has the latest, updated and properly maintained safety equipment mandated by Federal and State Regulation, and prudent boat ownership policy.

The Auxiliary Courtesy Examiners are usually boat owners, or experienced boat crew members themselves, who are certified and trained to know the latest Federal Boating Regulations, and safety equipment needs. If an inspected vessel is found to be safe, a 'SEAL OF SAFETY' is affixed on it. If an item is missing or outdated, the Auxiliarist will give the boat owner suggestions.

Boaters are urged, to take advantage of this free public service, and, time out to attend the USCG Auxiliary BASIC BOATING CLASSES, then spend some of their spare time volunteering to be qualified and certified to actually operate with one of the highly regarded Auxiliary Boating Safety Mission Crews. For further information call your Coast Guard Auxiliary Flotilla today.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release #1: May

**USCG Auxiliary
Safety and Search & Rescue Patrols,
Start Memorial Day Weekend**

During the past five years, Auxiliarists nationwide, have saved the lives of over 6,000 pleasure boaters, assisted over 100,000 other boaters, and helped save property, valued at over two billion dollars.

To fulfill the SAFETY AND SEARCH AND RESCUE MISSION, your USCG Auxiliary Flotilla runs on-the-water patrols covering a 10 to 20 square mile of local waters. The volunteer patrols are run on weekends during the pleasure boating season, from Memorial Day through Labor Day. The crews are certified, trained and equipped to deal with first aid emergencies, fires, dewatering and towing, and to assist pleasure boaters in distress. The USCG Auxiliary, also has qualified volunteer Pilots and Observers overflying areas of high density ship traffic to aid in speeding up Search and Rescue Missions. For more information call your local Flotilla Today.

News Release #2: May

**USCG Auxiliary Celebrations
Highlight National Safe Boating Week**

Note: Your ADSO will send you a special media kit Mid April.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: June

**USCG Auxiliary Birthday Celebrations
Fiftyfifth Anniversary of the Coast Guard Auxiliary**

On June 23, 1994 the Auxiliary will be 55 years old. When considering what these extraordinary volunteers have done for the Coast Guard and the boating public. The occasion becomes quite significant.

The Auxiliary ensign is flying proudly from various Coast Guard locations to commemorate the occasion.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: July

**22 Area Boaters,
Complete USCG Auxiliary
Boating Skills and Seamanship Course
10 Skippers USCGAUX Crew Qualified**

The following local residents have successfully completed the US Coast Guard Auxiliary Basic Boating Course; (names)

Also, the following boaters have been certified as Auxiliary Boat Crew Qualified and Vessel Operator; (names)

The Public Education Program is headed up by;

The Member Training Program is headed up by;

We wish all the graduates the best of luck.

The Coast Guard Auxiliary has a classroom program, teaching Basic Boating; an on water program, running Safety Patrols in our local area, and a Courtesy Vessel Examiner program, giving Free boating inspections to any local boat owner who wants one. For further information please call.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: August

**Coast Guard Auxiliary Celebrates
its 51st Birthday this Month, Join the Party...**

25 Members of your local Coast Guard Auxiliary Unit, Flotilla____ are celebrating their 51st Birthday this August by performing hundreds of volunteer man hours for better boating safety.

Public Education, teaching basic boating and boating safety in the classroom, is available to every citizen in the community every September and January, with special courses over the summer.

Courtesy Vessel Examinations are performed at our local waterfront almost every weekend throughout the summer, for pleasure boat owners who want the Auxiliary Courtesy Examination Decal, and

Safety Patrols are out on the water ready to aid distressed boaters with towing, first aid, dewatering, fire and safety information.

For more information on how to join the birthday party call.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: September

**Free USCG Auxiliary Basic Power Boating, and Basic Sailing and
Seamanship courses start this month**

Classes for "Boating Skills & Seamanship" for powerboaters and "Sailing & Seamanship", for sailors weigh anchor this month. The courses are free of charge, the text and educational tools are available at a nominal charge. The instructors are experienced local sailors and power boat skippers who are also USCG Auxiliary trained and Certified Instructors.

We are convinced that a graduate of this course will enjoy sailing more and will be less likely to have accidents or problems on the water. In addition, most of our graduates have fine safety records, and receive insurance discounts as well, upon completing our courses."

Basic Boating Skills and Sailing and Seamanship courses have been produced for the boating public by the USCG Auxiliary to provide you with a unique and excellent combination of motoring and sailing theory, seamanship techniques, legal responsibilities, personal safety for crew and passengers, boat handling, rules of the road, the latest Federal Boating regulations and other subjects which will help you to become a more proficient sailor.

The materials are organized in the same sequence in which you board your boat, prepare to get underway; undock; pilot your way through the harbor to get out into open water; motor or sail; enjoy; then return safely. In addition, you'll learn about 'reading the weather' so you can tell when a storm is coming, safe trailering, communicating with your radio telephone and handling of emergencies, handling your engine and or sails, safety equipment, man overboard training, introduction to first aid, and navigation rules.

For more information and early registration call today.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: October

**USCGAUX FLOTILLA
MEETS ANNUAL PERFORMANCE GOALS**

Each Coast Guard Auxiliary Community Flotilla establishes a set of goals as it moves into its new operational year, usually in January.

These goals are in the areas of Courtesy Vessel Examinations, Public Education and Safety Patrols.

This year, your local Flotilla performed Courtesy Vessel Examinations, Safety Patrols, and Class hours of Public Education.

In addition, several new members were certified in the Boat Crew Program.

This is the time of year when everything comes together, in preparation for new officer elections and staff officer appointments, and the annual Change of Watch Dinner, where all the members and officers join in good fellowship, to enjoy the work that's been done over the past years.

With the accomplishments this year, the Flotilla will qualify for the following Individual, and Flotilla Team Awards;

For more information about your area Coast Guard Auxiliary Flotilla, for classes, Courtesy Vessel Examinations, or information about joining this Civilian Volunteer public service team, call.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

News Release: November

**Join the Coast Guard Auxiliary
Become Part of a Great Public Service
Civilian Volunteer Team**

The Coast Guard Auxiliary performs three missions; PUBLIC EDUCATION, in the classroom, teaching basic boating and sailing skills, free, every spring and fall. SAFETY PATROLS, on the water, assisting distressed boaters with first aid and other emergencies. COURTESY VESSEL EXAMINATIONS, in our harbors, giving free safety examinations to boat owners. If you'd like to volunteer to work on a certified trained, Coast Guard Auxiliary Crew to help serve the boating public, call your local USCG Auxiliary Flotilla for details.

During the past five years, Auxiliarists have saved the lives of over 6,000 pleasure boaters, assisted over 100,000 other boaters, and helped save property, valued at over two billion dollars.

The Public Education mission is to teach Boating Skills and Boating Safety Courses to the public. Each year the BOATING SKILLS AND SEAMANSHIP COURSE for Powerboaters is taught for 12 consecutive weekday nights starting January, and again in September. The SAILING AND SEAMANSHIP COURSE, for sailors, is taught 12 consecutive weekday nights starting and January, and September.

These courses are taught by certified USCG Auxiliary Instructors, who are also experienced local powerboat and sailboat skippers. The program has an excellent national reputation, and has been part of the Community for many years.

To fulfill the SAFETY AND SEARCH AND RESCUE MISSION, your USCG Auxiliary Flotilla runs on-the-water patrols covering between 10 and 20 square miles of local waters. The volunteer patrols are run during the pleasure boating season, from Memorial Day through Labor Day, and the crews are certified, trained and equipped to deal with first aid emergencies, fires, dewatering and towing, and to assist pleasure boaters in distress. The

USCG Auxiliary, also has qualified volunteer Pilots and Observers overflying areas of high density ship traffic to aid in speeding up Search and Rescue Missions.

The USCG Auxiliary also conducts COURTESY VESSEL EXAMINATIONS in Public and private Marinas, Yacht Clubs, and local boating mooring areas, for any local boat owner, who would like to have a free, ship and safety equipment check, to help him double check if he has the latest, updated and properly maintained safety equipment and mandated by Federal and State Regulation, and prudent boat ownership policy.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

For Immediate Release: December

NOTE USE THIS FORMAT, INSERT YOUR COPY

**Ray Birnbaum, Elected U.S. Coast Guard Auxiliary Commander,
Stamford, Announces Winter Boating Courses to Start January 23
and January 24**

At the Annual meeting of the U.S. Coast Guard Auxiliary Flotilla 7-4 Stamford, Raymond C. Birnbaum of Stamford, was elected Flotilla Commander, and George Smith was elected Vice Commander.

Commander Birnbaum has served as Vice Commander, Public Education Officer, and Publications and Information Services Officer. In addition, Commander Birnbaum serves as Division VII Member Training and Publications Officer, and he serves the First District as Assistant Staff Officer for Publications. Mr. Birnbaum is a Sales Representative for the Hartford Office Supply Company. Vice Commander Smith, also of Stamford, is a 30 year Coast Guard Auxiliary Veteran who has served as Instructor, Vice Commander, Commander, and Division Vice Captain in recent years.

Appointed to serve as Staff Officers are, Karl Seelaus, Courtesy Vessel Examiner; Past Commander Ed Esposito, Operations Officer; James Pennypacker, Public Education Officer; DSO-Ted Kamp, Member Training Officer, and Past Commander Arnold Walters, Growth and Retention Officer.

The Coast Guard Auxiliary is the civilian Volunteer arm at the U.S. Coast Guard. It is charged with the Boating Safety Education Mission, made up of three key components; in the classroom, PUBLIC BOATING EDUCATION; on the water, SAFETY PATROLS; and in our harbors, COURTESY VESSEL EXAMINATIONS.

The Public Education mission is to teach Boating Safety Courses to the public. This winter, the BOATING SKILLS AND SEAMANSHIP COURSE, for Powerboats, will be taught Monday January 23, 1989. The SAILING AND SEAMANSHIP COURSE, for

sailors, will be taught Tuesday evenings at Rippowan Center, Starting January 24. The courses run from 7 P.M. to 9 P.M., and will run for 12 Monday or Tuesday evenings. For more information and pre-registration, call 203/329-0260.

These courses are taught by Certified, U.S. Coast Guard Auxiliary Instructors, who are also experienced local powerboaters and sailors. The U.S. Coast Guard Auxiliary Public Education Program has an excellent national reputation and has been established in Stamford since 1966.

MONTHLY
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"BITES"

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: January

SAFE BOATING COURSES START THIS MONTH.

Have you ever wondered why Coast Guard rescue boats and rescue helicopters are always ready? They inspect their craft inside and out, they check all equipment and lines.

The officers brief crew members on their duties. They start the engines and functionally check them, along with steering, lights, and radios. After everything is secured, they check for leaks and fumes. Then, and only then, do they report READY FOR DUTY.

If every boater took at least 10 minutes for the same kind of check, fewer outings would end in an accident that could have been averted.

Remember, SAFE BOATING IS NO ACCIDENT.

Call the _____ Coast Guard Auxiliary Flotilla today, to register and receive free information on Boating Safety classes starting this month. The number to call is _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: February

FREE BOATING EDUCATION AND SAFETY INFORMATION.

The Coast Guard Auxiliary teaches basic boating and sailing skills in their PUBLIC EDUCATION program, helps distressed pleasure boaters on the water with their SAFETY PATROL program, and gives free safety examinations to boat owners through the COURTESY VESSEL EXAMINATION program,

For more information call your local Coast Guard Auxiliary Flotilla today at _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: March

YOUR GOOD NEIGHBOR, THE USCG AUXILIARY

Who says you can't have the best of both worlds? Make your sailing or power boating even more meaningful and enjoyable, and increase your knowledge and expertise while helping other pleasure boaters in the classroom or on the water.

The Coast Guard Auxiliary reminds us, if you like boating, you'll enjoy it even more when you join the Coast Guard Auxiliary. For more information on how to become a certified INSTRUCTOR, COURTESY EXAMINER, or PATROL VESSEL OPERATOR, call your local flotilla at _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: April

CLEAR UP THE BOATING REGS PUZZLE

Let a free boat inspection by the United States Coast Guard Auxiliary clear up the confusing boat regulations puzzle.

If you don't understand all the new local, state and federal recreational boating regulations, call your local Coast Guard Auxiliary Flotilla. Request a free vessel courtesy examination, and your Auxiliary courtesy inspector will gladly answer all your questions, and check out all of your safety equipment at the same time.

For information and a Courtesy Vessel Examination call

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: May

SAFETY GEAR CAN PREVENT BOATING FATALITIES

Last year over 2,000 people died in boating accidents. Many could have been prevented by simple precautions, proper loading, life jackets, emergency rations, first aid supplies, emergency signaling devices or fire extinguishers.

When you are take your boat out this weekend, check all of these things carefully. Be sure your vessel has full safety equipment.

If you have questions about what you should carry aboard as safety gear, call your local Coast Guard Auxiliary Flotilla. They are dedicated to helping you. Call _____

Remember, SAFE BOATING IS NO ACCIDENT.

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: June

AVOID BOATING ACCIDENTS: KNOW YOUR NAV RULES

If you are going to be on the water today, drive carefully, and to avoid boating accidents, KNOW YOUR NAVIGATION RULES. A prudent skipper knows he or she is liable for damage done by too much wake. The wise skipper knows how and when to pass another vessel, what lights to use at night, and the signals for communicating to other boaters when they maneuver close by. These are part of the International Rules of the Road for Pleasure Boaters.

Make sure you know these rules. They are like traffic lights at sea - and It's the law.

Call your local Coast Guard Auxiliary and take a refresher course. There have been many changes in the past few years, and information is available to you through your local Coast Guard Auxiliary Flotilla, a group of community volunteers dedicated to helping their neighbors on the water. Call

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: July

EXCELLENT TRAINING FOR DEDICATED BOATERS

Dedicated sailors can receive excellent training while helping the boating community. How? By joining the United States Coast Guard Auxiliary.

The Auxiliary has been teaching basic boating safety classes, performing vessel safety examinations, and rescuing distressed pleasure boaters for over 50 years.

If you are a weekend boating enthusiast, come aboard. Combine your hobby with an important public service - The United States Coast Guard Auxiliary team. For more information, call your local flotilla at _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: August

FREE BOATING COURSES WITH THE USCG AUXILIARY

Pleasure boating is a fast growing sport. Over 100,00 new boats were sold this year.

Boating is also a sport that can be enjoyed by the entire family. New owners and skippers who are safety-minded take their families to basic boating classes especially designed for the beginning boater.

The United States Coast Guard Auxiliary is one of the leaders in this endeavor. Get information and register for the next safe boating class by calling your local Coast Guard Auxiliary Flotilla at _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: September

SAFE BOATING COURSES START THIS MONTH.

Have you ever wondered why Coast Guard rescue boats and rescue helicopters are always ready? They inspect their craft inside and out, they check all equipment and lines. The officers brief crew members on their duties. They start the engines and functionally check them, along with steering, lights, and radios. After everything is secured, they check for leaks and fumes. Then, and only then, do they report READY FOR DUTY.

If every boater took at least 10 minutes for the same kind of check, fewer outings would end in an accident that could have been averted.

Remember, SAFE BOATING IS NO ACCIDENT.

Call the _____ Coast Guard Auxiliary Flotilla today, to register and receive free information on Boating Safety classes starting this month. The number to call is _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: October

YOUR GOOD NEIGHBOR, THE USCG AUXILIARY

Who says you can't have the best of both world? Make your sailing or power boating even more meaningful and enjoyable, and increase your knowledge and expertise while helping other pleasure boaters in the classroom or on the water.

The Coast Guard Auxiliary reminds us, if you like boating, you'll enjoy it even more when you join the Coast Guard Auxiliary. For more information on how to become a certified INSTRUCTOR, COURTESY EXAMINER, or PATROL VESSEL OPERATOR, call your local flotilla at _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: November

FREE BOATING EDUCATION AND SAFETY INFORMATION.

The Coast Guard Auxiliary teaches basic boating and sailing skills in their PUBLIC EDUCATION program, helps distressed pleasure boaters on the water with their SAFETY PATROL program, and gives free safety examinations to boat owners through the COURTESY VESSEL EXAMINATION program.

For more information call your local Coast Guard Auxiliary Flotilla today at _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Public Service Note for use: December

FREE BOATING COURSES WITH THE USCG AUXILIARY

Pleasure boating is a fast growing sport. Over 100,00 new boats were sold this year.

Boating is also a sport that can be enjoyed by the entire family. New owners and skippers who are safety-minded take their families to basic boating classes especially designed for the beginning boater.

The United States Coast Guard Auxiliary is one of the leaders in this endeavor. Get information and register for the next safe boating class by calling your local Coast Guard Auxiliary Flotilla at _____

MONTHLY
RADIO
SPOTS

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 30 Seconds January

Announcer:

FREE, COAST GUARD AUXILIARY, SAFE BOATING COURSES START THIS MONTH.

Have you ever why Coast Guard rescue helicopters are always ready? They inspect their craft inside and out, they check all equipment and lines. The officers brief crew members on their duties. They start the engines and functionally check them, along with steering, lights, and radios. After everything is secured, they check for leaks and fumes. Then, and only then, do they report READY FOR DUTY.

If every boater took at least 10 minutes for the same kind of check, fewer outings would end in an accident that could have been averted. Remember, SAFE BOATING IS NO ACCIDENT.

Call the _____ Coast Guard Auxiliary Flotilla today, to register and receive free information on Boating Safety classes starting this month.

The number to call is _____

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS

Radio / TV Public Service Announcement: 20 Seconds February

Announcer:

Here is how to get FREE Boating Education and Safety information.

The Coast Guard Auxiliary teaches basic boating and sailing skills in their PUBLIC EDUCATION program, helps distressed pleasure boaters on the water with their SAFETY PATROL program, and gives free safety examinations to boat owners through the COURTESY VESSEL EXAMINATION program.

Call your local Coast Guard Auxiliary Flotilla today at _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds March

Announcer:

If you like boating, you may enjoy helping your fellow boater by joining the United States Coast Guard Auxiliary ...

Who says you can't have the best of both worlds? Make your sailing or power boating even more meaningful and enjoyable, and increase your knowledge and expertise while helping other pleasure boaters in the classroom or on the water.

The Coast Guard Auxiliary reminds us, if you like boating, you'll enjoy it even more when you join the Coast Guard Auxiliary. For more information on how to become a certified INSTRUCTOR, COURTESY EXAMINER, or PATROL VESSEL OPERATOR, call your local flotilla at _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds April

Announcer:

Let a free boat inspection by the United States Coast Guard Auxiliary clear up the confusing boat regulations puzzle.

If you don't understand all the new local, state and federal recreational boating regulations, call your local Coast Guard Auxiliary Flotilla.

Request a free vessel courtesy examination, and your Auxiliary courtesy inspector will gladly answer all your questions, and check out all of your safety equipment at the same time.

For information and a Courtesy Vessel Examination call _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds May

Announcer:

You can help prevent boating accidents
Last year over 2,000 people died in boating accidents. Many could have been prevented by simple precautions, proper loading, life jackets, emergency rations, first aid supplies, emergency signaling devices or fire extinguishers.

If you are taking your boat out this weekend, check all of these things carefully. Be sure your vessel has full safety equipment.

If you have questions about what you should carry aboard as safety gear, call your local Coast Guard Auxiliary Flotilla. They are dedicated to helping you. Call _____

Remember, SAFE BOATING IS NO ACCIDENT.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 30 Seconds June

Announcer:

If you are going to be on the water today, drive carefully.

To avoid boating accidents, KNOW YOUR NAVIGATION RULES. A prudent skipper knows he or she is liable for damage done by too much wake. The wise skipper knows how and when to pass another vessel, what lights to use at night, and the signals for communicating to other boaters when they maneuver close by. These are part of the International Rules of the Road for Pleasure Boaters.

Make sure you know these rules. They are like traffic lights at sea - and It's the law.

Call your local Coast Guard Auxiliary and take a refresher course. There have been many changes in the past few years, and information is available to you through your local Coast Guard Auxiliary Flotilla, a group of community volunteers dedicated to helping their neighbors on the water. Call _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds July

Announcer:

Dedicated sailors can receive excellent training while helping the boating community. How? By joining the United States Coast Guard Auxiliary.

The Auxiliary has been teaching basic boating safety classes, performing vessel safety examinations, and rescuing distressed pleasure boaters for over 50 years.

If you are a weekend boating enthusiast, come aboard. Combine your hobby with an important public service - The United States Coast Guard Auxiliary team. For more information, call your local flotilla at ____.

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds August

Announcer:

Pleasure boating is a fast growing sport. Over 100,00 new boats were sold this year.

Boating is also a sport that can be enjoyed by the entire family. New owners and skippers who are safety-minded take their families to basic boating classes especially designed for the beginning boater.

The United States Coast Guard Auxiliary is one of the leaders in this endeavor. Get information and register for the next safe boating class by calling your local Coast Guard Auxiliary Flotilla at _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 30 Seconds September

Announcer:

FREE, COAST GUARD AUXILIARY, SAFE BOATING COURSES START THIS MONTH.

Have you ever wondered why Coast Guard rescue boats and rescue helicopters are always ready? They inspect their craft inside and out, they check all equipment and lines. The officers brief crew members on their duties. They start the engines and functionally check them, along with steering, lights, and radios. After everything is secured, they check for leaks and fumes. Then, and only then, do they report READY FOR DUTY.

If every boater took at least 10 minutes for the same kind of check, fewer outings would end in an accident that could have been averted.

Remember, SAFE BOATING IS NO ACCIDENT.

Call the _____ Coast Guard Auxiliary Flotilla today, to register and receive free information on Boating Safety classes starting this month. The number to call is _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds October

Announcer:

If you like boating, you may enjoy helping your fellow boater by joining the United States Coast Guard Auxiliary....

Who says you can't have the best of both worlds? Make your sailing or power boating even more meaningful and enjoyable, and increase your knowledge and expertise while helping other pleasure boaters in the classroom or on the water.

The Coast Guard Auxiliary reminds us, if you like boating, you'll enjoy it even more when you join the Coast Guard Auxiliary. For more information on how to become a certified INSTRUCTOR, COURTESY EXAMINER, or PATROL VESSEL OPERATOR, call your local flotilla at _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds November

Announcer:

Want to get FREE Boating Education and Safety information?
The Coast Guard Auxiliary teaches basic boating and sailing skills in
their PUBLIC EDUCATION program, helps distressed pleasure boaters on the
water with their SAFETY PATROL program, and gives free safety
examinations to boat owners through the COURTESY MARINE EXAMINATION
program.

Call your local Coast Guard Auxiliary Flotilla today at _____

**UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION SAFETY PATROLS COURTESY EXAMINATIONS**

Radio / TV Public Service Announcement: 20 Seconds December

Announcer:

Pleasure boating is a fast growing sport. Over 100,000 new boats were sold this year.

Boating is also a sport that can be enjoyed by the entire family. New owners and skippers who are safety-minded take their families to basic boating classes especially designed for the beginning boater.

The United States Coast Guard Auxiliary is one of the leaders in this endeavor. Get information and register for the next safe boating class by calling your local Coast Guard Auxiliary Flotilla at _____

YEAR-END
PRESS
THANK YOU

UNITED STATES
COAST GUARD AUXILIARY
PUBLIC EDUCATION
SAFETY PATROLS
COURTESY MOTORBOAT EXAMINATIONS

CERTIFICATE OF APPRECIATION

Presented to

In honor and with deep appreciation
for performance of Public Service on behalf of
the United States Coast Guard Auxiliary

Flotialla Commander

Public Affairs Officer

Date

ENCLOSURE 2:

**ARTICLES FOR PRINT
BOATING KNOW-HOW**

So you're now the proud owner of your first boat. You are about to become part of the American pleasure boating scene, and let's assume you are ready and able to enjoy this great recreational pastime to the fullest.

It is the alert and thoughtful novice skipper who, taking to the water for the first time, is aware of and prepared for the responsibility that goes with operating a boat safely.

The prudent beginner is the one who first equips himself or herself with boat handling skill and knowledge by enrolling in free public boating courses offered by the U.S. Coast Guard Auxiliary.

"Actual experience always is the best teacher, but a course in boating skills and seamanship is invaluable to acquiring familiarity with boats, what to expect out on the water, and how to deal with it," said _____, commander of the Auxiliary's _____ flotilla.

"Too many of today's boating mishaps can be traced to faulty boat handling by the inexperienced, untrained skipper."

As the slogan, "Safe Boating is No Accident" indicates, accidents on the water can be minimized through education. Without proper training a thoughtless skipper not only may endanger the lives of himself and his passengers, but also ruin the day for other boaters.

Courses offered by the Coast Guard Auxiliary provide basic boating know-how such as Rules of the Road, navigational aids, governmental regulations, boat handling and the fundamentals of good seamanship.

Flotilla Commander _____ notes that if the new boat owner seeks such basic training and diligently tries to fill the role of seasoned skipper, dreams of enjoying recreational boating are most likely to be fulfilled.

He added: "Skippers who have learned to operate their vessels only through the trial-and-error method, without any boat handling instruction, would gain more pleasure and peace of mind by enrolling in an Auxiliary boating course. Boating is a family affair. Enroll the whole family."

Classes are scheduled regularly. They are conducted by experienced Auxiliarists, and are open to men, women and youths. Family group attendance is encouraged. For further information on upcoming courses, contact your local flotilla at_____.

EMERGENCY SAFETY EQUIPMENT

Boating can be fraught with some unpredictable, unhappy emergencies. One example, of course, is a sudden change from good to bad weather. Engine failure, running out of fuel, ignition or cooling system failure, and grounding are some other common but unforeseen mishaps that may strand you out there on the big water.

The U.S. Coast Guard Auxiliary recommends a key safety rule. In boating, always try to anticipate problems that might occur while afloat. This will help you to be prepared if and when they happen.

Many boating misfortunes are avoided by the wise skipper who carries aboard at least a minimum amount of safety gear. Pleasure craft should be equipped with the legally required safety items, plus those emergency items that are necessary as part of the Coast Guard Auxiliary's free courtesy motorboat safety examination, available everywhere public.

Every boat is required by law to carry personal flotation devices (PFDs) for each person aboard. Yet many foolhardily skippers fail to observe the law, or store the PFDs in places impossible to reach in an emergency.

A workable fire extinguisher also is a necessity. It should be located where it is easily accessible, and be fully charged and tested.

Chances are the boater may never need to use a signaling device. A stranded vessel can be very difficult to locate, however, without a loud horn or whistle, signal flares, flashlights, signal mirror or other means of attracting attention.

Many skippers carry aboard a roll of aluminum foil, which when crumpled into a large ball and raised aloft becomes a perfect radar reflector.

A paddle or oar in a small boat is a must. Except in cases of strong winds or tides, small boats can be paddled ashore if difficulties arise. The paddle can also serve as a useful depth finding device in shallow waters.

For cruising offshore, a radio is essential for summoning help if needed, or if there are no boaters in the immediate vicinity.

Standard equipment aboard every boat should be a well-stocked first aid kit. Even minor injuries may require immediate medical care. And always have aboard a container of fresh water.

Another item of prime importance is a tool kit. It should include basics such as screw drivers, wrenches, pliers, hammer and other tools. These items could mean the difference between being stranded and making shore. It is also an excellent idea to carry along an extra set of spark plugs, shear pins and similar items, if your vessel is an outboard.

In meeting emergencies, an anchor and adequate line should be aboard every pleasure vessel, of a size suitable to fit the boat's dimensions and the waters to be navigated. Larger craft usually have automatic bilge pumps. Small vessels should be equipped with a manual pump or bailer. Many seasoned boaters carry along a small amount of extra fuel in a leak-proof container.

Skippers of all ages can learn about emergency situations that can arise out there on the water, and how to deal with them, and the safety gear your boat should carry, by attending a U.S. Coast Guard Auxiliary public education class in boating skills and seamanship. For further information contact your local flotilla at_____.

FUELING PRECAUTIONS

Suppose you've just fueled your boat. Picnic supplies and fishing gear are aboard. Your passengers are seated. You're now ready to crank up the engine.

Unless you've followed a series of safe fueling procedures, you could unwittingly be sparking a bomb with the explosive force of several dynamite sticks. Fires and explosions on boats account for the second largest number of boating injuries that occur annually across the nation, yet they are so easily preventable.

There are a number of ways vessels can be set afire, or an explosion triggered aboard. Some of the most common are fuel spilled into the bilge, fumes in the bilge from fuel system leaks, electrical shorts, spontaneous combustion in oil-soaked rags, improper use of galley stoves, careless smoking, and - most distressing of all - a lack of caution in handling fuels.

In its free public education classes in boating skills and seamanship, the U.S. Coast Guard Auxiliary continuously emphasizes to boaters that they be aware that gasoline vapors are heavier than air, hence seek the lowest portion of any vessel. Bilges and similar spaces that can trap gasoline fumes must be well ventilated with a flow of clean air to avoid the risk of explosion. Diesel fuel is somewhat less hazardous but is highly still flammable.

Explosions are almost certain to happen to a vessel containing trapped fuel vapors which can be triggered by a spark. Even a running engine can set off an explosion.

Since most explosions and fires aboard boats occur during or shortly after fueling, the Coast Guard Auxiliary suggests a number of safe fueling steps that can help lessen such danger.

Step number one, your vessel should be securely moored to the fueling dock.

Step two, your fire extinguisher - and the one on the fuel dock - should be readily available.

Step three, your engine and all electric motors such as blowers and bilge pumps should be turned off. All fires aboard the vessel should be extinguished, including cigarettes, cigars, pipes and galley stove, and any electric appliances.

Step four, close all doors, windows, ports, hatches or other openings to prevent fumes from settling into the bilge.

Step five, exercise special precautions during the process of fueling.

- Avoid overflow that could allow excess fuel to escape into the boat.
- While gasoline is flowing through the fuel pipe, keep the fuel hose nozzle pressed firmly against the fueling pipe, thus grounding any possible static electricity charge.
- Portable tanks for outboards should be filled on the dock, never in the boat.

Step six, after fueling, wipe up any overflow or drops and dispose of fuel-soaked rags at the dock, not aboard the boat. Open all hatches, windows and doors to allow any fumes to escape. If your boat has a bilge blower, run it for at least five minutes.

Step seven, as a final precaution before engine start-up, use your nose to sniff around the boat to determine whether any vapors still are present.

This step-by-step fueling procedure, along with many other subjects related to safe pleasure boating, are discussed in detail at the U.S. Coast Guard Auxiliary's popular public classes in boating skills and seamanship. For further particulars, contact your local flotilla at _____.

BOAT HANDLING

Handling a boat, like driving a car or flying a plane, is a skill gained by study and practice. It is an interesting, exciting, and sometimes frightening experience.

It is not unusual for a first-time boat owner to feel a moment of panic when the boat does not respond in ways he/she expects. Indeed there is nothing more un-nerving than to feel the vessel in not under your control. Fear, however, can be an incentive to boating safety.

Basic boat handling skills require, as a first step, a knowledge of how and why boats behave as they do. This can be gained by trial and error - but errors on the water can be dangerous to the boater and those in their vicinity.

An adequate amount of basic boat handling know-how can be learned in the Coast Guard Auxiliary classroom, at low risk. But eventually the more hours you use your boat, the more expert you become at handling her. Many novices can step aboard a boat for the first time and perform reasonably well with little instruction or practice. But this does not mean the boat is being operated safely. It is not quite as simple as driving the family car.

One of the grave mistakes made by novice boaters is overloading. In smaller outboard boats, the owner should examine the capacity plate affixed to the vessel, which specifies the number of passengers or weight the boat is built to accommodate.

Exceeding this capacity affects performance and invites danger. Automatically, the freeboard of any boat is reduced when overloaded. This could lead to swamping or capsizing. These two dangers are reduced by properly loading your boat, so that weight is evenly distributed from bow to stern and from side to side. Stability of a boat will be sorely affected, for example, if your five passengers are distributed four on the port side and one to starboard.

Over-powering a boat is equally as dangerous as overloading. A similar plate is installed on your boat indicating maximum outboard horsepower intended for a particular craft. Over-powering invites dangerous and unpredictable handling characteristics. Speed is a major factor to be considered in safe boat handling. A safe speed can be determined only by observing the surrounding traffic and surface conditions and should be tempered with

good judgment and caution. Proper handling of passengers is another important boat handling skill. A wise skipper forbids bow and rail riding aboard his/her boat. Each year these dangerous practices account for serious injury and fatalities.

The skipper also has the responsibility of insuring all safety factors on the vessel. One of the best ways to add to safety afloat is a free Courtesy Motorboat Examination performed by the U.S. Coast Guard Auxiliary everywhere. This consists of a thorough check of safety equipment and operating gear. Vessels which pass are awarded the coveted Seal of Safety windshield decal. Boats which fail are not reported or penalized.

Once your boat is properly loaded and safety-checked, the boating novice must consider two boat handling essentials - docking and anchoring.

For the newcomer, docking a boat can be a frustrating, embarrassing experience. It is all a matter of practice. The best advice is to approach docking with caution, slowness and patience. Experience will help you deal with those factors that influence docking such as other boats, wind, seas, and current. Always be prepared in advance with docking lines, fenders and boat hook. By taking one's time, docking can become simple as leaving the dock.

Anchoring is a skill every boater must acquire. Select an anchor and line according to the size of your boat and the type of anchoring you expect to do. It is wise to carry two anchors, for stabilization purposes and/or in case of emergency.

A couple of basic rules go hand in hand with anchoring skill. They help make it relatively simple. Always point the bow of your boat into the wind or current when preparing to anchor. Reduce speed, then put the engine in reverse as your mate lowers (never throws) the anchor.

Sea conditions determine how much line, or scope, is let out - but generally it is a ratio of seven to one, that is, scope equal to seven times the depth of the water. This usually is sufficient for most weather and anchoring conditions.

There are a host of subjects related to boat handling, and you can improve your skill by attending a U.S. Coast Guard Auxiliary course in safe boating skills. For further information, contact your local flotilla at _____.

THE ESSENTIAL WEATHER EYE

One of life's most harrowing experiences for the boater, especially the small craft skipper, is being caught far out on the water in foul water. This is why the Coast Guard Auxiliary, in its public classes on boating skills and seamanship, cautions skippers of all age to keep a continuous, wary eye on the weather.

With little warning, a calm, sunny day can be transformed - sometimes in a matter of minutes - into threatening, even dangerous conditions. Line squalls, thunderstorms, local fogs and the like cannot always be predicted.

What should you do at the first warning of approaching heavy weather? When wind and water start to build, it's time to head for shelter. It is also time to get everyone into a personal flotation device.

Your next decision is critical. Do you weather the storm at anchor or at low power? Do you attempt to run for safer waters? In cases of extremely severe conditions, it may be better to drop anchor or ride out the bad weather until it passes.

If you decide to run with the storm, be careful to use only enough power to keep your boat heading into the waves, not letting it pound. A little pitching and tossing is a lot safer than rolling.

As you prepare to ride out the weather, act quickly to make the necessary preparations before the storm hits. Secure all hatches. Lash down loose gear. Prepare anchoring equipment should it be needed. And make a positive fix on direction toward shore.

Heavy weather normally does not endanger a well-found boat. If it has a high freeboard at the stern it might be safer to turn the stern to the sea and head for shelter. Outboards with a low transom should never be run in a following sea (where waves are coming toward the stern), as waves travel at high speeds and can swamp a boat or drown its engine.

The Coast Guard Auxiliary's best advice to skippers is to know your boat, its capabilities and its limitations in rough water, as well as one's own capabilities, know-how

and limitations for piloting in heavy weather. A fundamental rule is "DON'T TAKE CHANCES."

Here are a few other tips, especially for the small boat skipper. When your choice in a weather crisis is to run into the heavy seas, obviously the vessel must be slowed down, to avoid taking a tremendous beating, with possible damage to the hull.

Seas should be taken bow-on, at a slight angle of about 45 degrees. This will lessen the pounding. But if conditions make headway impossible, it may be advisable to drop anchor.

As a boater, you must learn to recognize those weather signs that warn of approaching storms. You must know where to obtain the latest weather information and be able to relate it to your cruise plans. Radio keeps the boater constantly in touch with weather forecasts, thereby giving the skipper information that can avoid mishaps, even tragedies.

Keeping a careful weather watch is an essential part of safety afloat, and being prepared to cope with heavy weather reflects the sign of a seasoned skipper. Instructions on handling the weather situation, before and during a cruise, is covered thoroughly in the U.S. Coast Guard Auxiliary public course on boating skills and seamanship. For more information contact your local flotilla at _____.

AIDS TO NAVIGATION

Early in every boating career, the importance of various aids to navigation comes through loud and clear. Why? Because these day markers, buoys, lights, ranges and similar devices take the place - on the water - of street signs, highway markers and road map symbols.

Along coast, rivers, lakes, waterways, channels and harbors, aids to navigation serve as markers and guides to help the boater locate position and avoid hidden dangers.

They range all the way up to lighthouses, Texas Towers and sophisticated electronic devices and systems such as radio beacons and LORAN, all designed for one purpose: aiding boaters, recreational as well as commercial.

Aids to navigation assist the skipper in making land from the open sea. They can lead you through harbors, and through rivers and channels. Aids provide a continuous chain of charted marks for coastal piloting. In short, they are indispensable to safe boating.

Most common is the day marker, also the red and green buoys, which flank the United States coastline. Through an arrangement of colors, shapes, numbers, lighting and other characteristics, these aids instruct a boater as to where he/she is and how to proceed.

Navigational aids have been placed along coastal waters in a lateral system, proceeding southerly down the Atlantic Coast; in a northerly direction along the Gulf Coast; in a northerly direction on the Pacific Coast; in a westerly and northern direction on the Great Lakes except Lake Michigan where they are southerly.

Since all channels do not lead from seaward, these are arbitrary guidelines established for a consistent system.

For example, as your boat proceeds in from seaward or open water, green markers or buoys mark the left side of the channel. Red markers or buoys mark the right side. Thus, the handy saying "red right returning" applies as you proceed landward.

Proceeding along the U.S. coastline, red markers or buoys always will be found on the landward side.

There are a number of special-purpose buoys that aid the boater's navigation and other piloting uses. For example, vertically striped green-and-white buoys mark the fairway

or mid channel. Red and green horizontally banded buoys mark junctions in the channel or obstructions. A white buoy denotes a safe anchorage.

Because of their many styles, shapes, and color patterns, the Coast Guard Auxiliary recommends that boaters keep aboard an up-to-date chart which interprets the meaning of these informational aids.

At night, lights play a major part in the aids to navigation system. Buoys or daymarks commonly are lighted with either green, red, or white lights, and the constant or flashing lights each give a navigational message.

The aids to navigation system represents a language that every boater should fully understand, to help insure safe boating. Full instruction on day and night aids and how to interpret them is available in the boating skills and seamanship course offered free to the public by the U.S. Coast Guard Auxiliary. For further information contact your local flotilla at _____.

RULES OF THE ROAD

When you learn to drive a car, you take lessons. You practice. You learn traffic signs, signals and rules. You gain skill through experience. You learn to use common sense and good judgement.

Well, boating requires no less. On today's crowded waterways it is too hazardous to learn by trial and error. One of the essential ingredients to boating safety is marine Rules of the Road.

As a responsible skipper, you have a duty to know these rules fully and to observe them. Their primary purpose is to prevent collisions on the water. The Coast Guard Auxiliary points out that if you fail to observe the rules, and a mishap results, the plea that you did not know them is not a valid legal defense.

There are three basic boating situations which could risk collision. In each, your vessel will either be "burdened" or "privileged." The burdened boat always is required to change course and yield the right-of-way to the privileged boat.

You'll be in either (1) a meeting situation, (2) a crossing situation, or (3) an overtaking situation, when risk of collision is possible. (There are differing sets of Rules of the Road for different parts of the nation. Boaters should learn the applicable local rules.)

Boaters sometimes can be confused in a head-on meeting situation with another vessel. When two boats under power meet each other, neither one has right-of-way. Both boats must alter course to starboard (right) sufficiently to allow safe passage of the other vessel on the port (left) side.

In a crossing situation, the vessel on your starboard side is always the privileged boat. As the burdened vessel, you are obligated to alter course and allow the other boat to pass safely.

In an overtaking situation, the burdened vessel always is the boat which is passing. In most instances, the passing boat should overtake the other vessel on the portside. In open water, you also may pass on the starboard side. A single blast on your horn indicates to the other skipper that you intend passing your port. Two blasts indicates you are passing to your starboard side.

At one time or another, most boaters will encounter possible collision situations with a sailboat. If your boat is under power and the sailboat under sail only, the sailboat has right-of-way. A sailboat that is under power, however, is classed as a powerboat and must abide by powerboat rules.

As a prudent skipper, you should recognize that Rules of the Road are guidelines only. If you should encounter a collision situation and the other boat fails to recognize your right-of-way, don't press for your privileges. Play it safe and move out of the other boater's path.

Rules of the Road also include other areas of safe boating operation, particularly running lights which become signals at night, as well as a full set of sound signals. Lighting equipment varies according to the size of the vessel, whether it is power or sail, and the particular waters being navigated.

To gain a thorough knowledge of these lights and signals, detailed diagrams and explanations are given in the Boating Skills and Seamanship course offered by the U.S. Coast Guard Auxiliary, free to the public. For more information contact your local flotilla at

CHARTS AND COMPASS

A common mistake made by many skippers when they are far offshore - and perhaps in foul weather or poor visibility - is their failure to trust the compass, charts and other simple navigational instruments.

Many boaters will try to rely on their own instincts, which are often wrong, particularly in cases of disorientation which can occur easily when in fog or out of land view.

Every boat, regardless of size, that ventures offshore should be equipped with a compass and up-to-date charts for the area waters. You may think you don't need them, but the Coast Guard Auxiliary points out the day may come when a heavy fog rolls in, obscuring the coastline, possibly even the sun, and you'll be lost without them. Even in protected waters, it is possible - without a compass aboard - to think you are steering toward shore when actually you are headed offshore in the opposite direction.

The compass is perhaps the most vital piece of navigational equipment on your boat. Buy one and get accustomed to using it. Trust it. Even on clear days, you can gain confidence in the instrument by using it to help make notes of directions and distances from given points. Comes the day when all around you is nothing but cotton, you will have gained experience with the compass that will help you cope with the situation.

There are many sizes of compasses on the market. Inexpensive models can be purchased for around \$25. Usually they are small ones, most suitable for small boats. But they have a tendency to be "nervous" and are hard to read. A better compass in the \$40 to \$75 range is worth the investment.

Mounting the compass properly on your vessel is most important. Details of compass care and installation are covered fully in Coast Guard Auxiliary free public boating classes. Basically, the compass should be so placed that the line on the instrument which indicates the reading (the lubber's line) is directly over the boat's keel or centerline. To keep compass error to a minimum, locate the instrument as far as possible away from metal, batteries and electric wiring.

A compass from time to time may require adjustment for variation (the difference between true north and magnetic north) and for deviation caused by wiring or metal objects on the boat which affect compass readings.

As a navigational tool, the marine chart is a boater's roadmap and it becomes especially valuable when the skipper is outside of home waters. In unfamiliar areas, the nautical chart shows exact locations of aids to navigations, major landmarks, depth of water, composition of the bottom and similar useful information.

The chart helps avoid shallow spots, gives bridge clearances, and - most important - shows the skipper shortcuts as well as protective bays in event of storm conditions.

To enjoy boating with relative piece of mind, instruction on use of the compass, charts and other navigational aids is offered by the Coast Guard Auxiliary in free classes open to the public. For more information contact your local flotilla at _____.

DEALING WITH EMERGENCIES

Every boater dreams of relaxing at the wheel of a smooth-riding vessel - water skiing, fishing, exploring waterways, sailing smooth seas, adventure, fun - the things boating is all about. That's what attracts thousands of new skippers to the waterways annually.

Unfortunately, as the Coast Guard Auxiliary points out, this happy scene occasionally is blemished. Boaters at one time or another encounter emergencies that can endanger their vessels, possibly the lives of those aboard.

While boating is relaxing fun, the possibilities of an emergency always exist. The prudent skipper never ignores them and is prepared for them at all times.

Some emergencies are minor, such as running aground, where neither boat nor passengers are in immediate danger. You struggle to free the boat, wait for the tide to rise, or seek help from a passing vessel. Becoming mechanically or electrically disabled is another minor emergency, unless severe weather might put your boat in danger.

Among the boating emergencies of a serious nature are man overboard, capsizing, fire, electric storms and taking on excess amounts of water, either through leaks or striking an underwater object.

The man-overboard situation becomes especially acute if the victim is knocked unconscious, or if the mishap occurs at night, when an unconscious victim could drown or be lost in short time.

Immediate rescue is imperative. The engine should be thrown out of gear instantly. A marker should be thrown over. If a search is necessary, a passenger should be placed on the bow as a lookout. The skipper should then proceed at slowest speed in tight circles, making certain he/she is not drifting away.

Determine position and radio for help. Life jackets or a life ring with line should be prepared. Turn off the engine occasionally to listen for distress cries. In cases of man overboard at night, never give up hope. Seek help. But never leave the scene.

Fire is a terrifying thing aboard a boat. Prevention is the best word about fire afloat. Fueling precaution, thorough checks of fuel tanks and lines for leaks, and ridding the bilge area of fumes through proper ventilation are marks of a careful skipper.

All fire extinguishers, which by law must be carried aboard most vessels, should be located conveniently and be checked frequently to determine if they are operative.

Capsizing, a major cause of boating fatalities, is likely to occur due to overloading and heavy weather. The age-old rule of wearing life jackets and staying with the boat apply today more than ever. Chances for rescue are much better if you remain with an overturned boat.

Lightning is a dangerous culprit on open waters. At the slightest hint of an approaching electric storm, the wise skipper heads for a protective shore. If a storm cannot be avoided, passengers should stay low in the boat and avoid contact with metal that might carry a lightning charge through the vessel.

Often it is possible to evade an electric storm by traveling at right angles from its direction. Radio antenna, unless well grounded, should be dropped as a storm approaches. It also is a good idea to shut off all electrical equipment.

Various procedures and techniques for dealing with emergency situations are covered by experienced instructors at the free public boating courses offered by the U.S. Coast Guard Auxiliary. For more information contact your local flotilla at _____.

IMPORTANCE OF FIRST MATE

When you're out there on the water, at the wheel of your pride-and-joy vessel, and a personal mishap should disable you, what then, skipper? Who is ready and able to carry on?

No one can tell when or where such an emergency might occur. The important thing is, are you ready for it?

Suppose you were knocked cold by a swinging boom, or dumped overboard in an unconscious state. You could stumble on deck and break an arm or leg. And boaters are not immune to vertigo or heart attack.

In any kind of such emergency, the Coast Guard Auxiliary warns that it could be extremely serious if you are alone. When someone else is aboard, capable of assuming the captain's duties, the situation becomes less critical.

Whether your first mate is your wife, your son or daughter, or a neighbor, someone aboard should be prepared to handle your boat safely in case you are incapacitated. In any event, before starting a cruise, all your passengers should be thoroughly briefed on your vessel, its characteristics, its emergency equipment.

This briefing begins at the dock. Everyone is shown the location of personal flotation devices, fire extinguishers (and how to work them efficiently), anchors and lines, first aid kit and tool box with spares.

Then, before casting off, at least one member of the crew - the designated first mate - should be fully instructed on operation of the engine, starting and stopping it, clutch operation, determining fuel supply, use of the lighting system, the radiotelephone and related basics.

All aboard the boat should be familiar with rough weather procedures and how to deal with grounding.

"Man overboard" is a serious situation, especially when it happens to befall the skipper. The first mate should be capable of maneuvering the craft for a safe pickup. Crew members should know the location of life rings, poles, lines and similar equipment.

Accidents aboard a boat are not uncommon. Mostly they occur when someone becomes careless. Regardless of the circumstances that might disable the skipper, he should

make certain, in advance, that someone else aboard is sufficiently familiarized to insure that the vessel and injured party reach shore safely and quickly.

You can become a better skipper, a better first mate, a better crew member or passenger by attending the Boating Skills and Seamanship course offered by the U.S. Coast Guard Auxiliary. For more information contact _____ of the _____ flotilla at _____.

ADVANCE CRUISE PLANNING

Whether you're making a lengthy cruise in your family boat, or perhaps just a weekend or short day's run, the prudent skipper knows the importance of advance planning.

A boat used very little over a period of weeks rates a thorough inspection and, more than likely, some preventive maintenance. Even if a boat has been used a great deal, it also should be given a complete once-over before undertaking a long trip, with any repairs or needed maintenance attended to before shoving off.

Catching up with potential breakdowns in the mechanical ignition and cooling systems ahead of time, fixing them before they happen, makes the difference between a memorable cruise and a disastrous experience. The secret of boating safety, says the U.S. Coast Guard Auxiliary, is keeping out of trouble, rather than getting out of trouble once you get into it.

A practical plan to help insure an enjoyable outing on the water is to inspect, repair as needed, then take your boat out on a short "shake down" cruise to make certain it is in good working order before you set out on your planned trip.

An advance cruise planning checklist includes availability and proper numbers of approved personal flotation devices (PFDs). Make certain that signaling devices are aboard, particularly flares and a horn. Check the fire extinguishers to make sure they are in working order. Get an Auxiliary free courtesy motorboat safety exam.

Engines, whether inboard or outboard, should be inspected, lubricated and run for a short time at the dock for a check on possible overheating. A steady flow of cooling water should be expelled from the engine exhaust ports.

Once assured the cooling system is functioning properly, check fuel lines, cylinder heads and exhaust manifolds against leaks. Inspect engine wiring and connections for any possible damage. Make repairs as needed and do not postpone.

Then turn to the vessel's steering system. If its operation is stiff, lubrication is indicated. If there is no steering, it likely means broken cables.

Once your careful inspection, maintenance and "shake down" run confirm that your boat is ship-shape for your cruise plans, the Coast Guard Auxiliary offers some additional suggestions that can help make the trip safer and more pleasurable.

For instance, know your boat's limitations. Avoid taking a 200-mile trip, with your wife and a couple of kids aboard in an 18-footer designed for day cruising. Also, make certain you are carrying adequate fuel, fresh water and other necessities for a long cruise. Determine ahead of time your approximate speed, estimated arrival time and the amount of fuel required. Carry a tool kit and critical spare parts in event of engine trouble.

Before casting off, make sure the weather is in your favor. Leave a trip or float plan with your local marina or a neighbor, giving full details of your trip plans, where you are going, when you expect to return, and a full description of your boat.

Advance planning is the secret to a successful cruise, and careful attention to the smallest details helps insure a safe, enjoyable trip. Cruise planning and related subjects are covered in the free public boating classes offered by the U.S. Coast Guard Auxiliary. For more information contact your local flotilla at _____.

ANCHORING

Many recreational boaters become very proficient in navigation and boat handling - but they neglect the importance of proper anchoring procedure. The U.S. Coast Guard Auxiliary stresses that the art of anchoring, which some skippers regard as "simple," should be mastered by all boatmen. Anchoring can be vital for protection of both life and vessel. Newcomers to boating tend to do it all wrong.

To hold a vessel securely, the right-size anchor and proper length and size of rode or line are essential. Many boats carry at least two anchors, a lightweight one for use in good weather and in protected anchorages, a heavy one for use in bad weather or for overnight anchoring when there might be danger of dragging.

A boating novice should get expert advice or manufacturer's recommendations in selecting anchors and proper ground tackle. There are many types on the market. A rule of thumb on proper length of the anchor line is five to seven feet of line for every foot of water depth at the point of anchoring.

In anchoring, only an amateur tosses it overboard with a giant heave. The proper method is to lower the anchor slowly into the water until it reaches bottom. Then drift, row or back your vessel until the anchor bites bottom, paying out line to the proper length for the water depth.

To raise the anchor, which most likely is deep into the bottom, start the engine and put your boat directly over the anchor, then trip it. Ordinarily it will break free of the bottom when the line stands vertically. It can then be raised to the deck and stowed.

If the anchor does not break free with a good vertical yank, secure the line to a bitt, go slowly ahead a few yards. It probably is fouled if it does not break free. Running the boat in wide circles on a taut line may help. But if it will not break loose, run up as close as possible, cut the anchor line and attach a marker float to the remaining end, so you can attempt to retrieve the anchor later. Maybe your skin-diving friends can help with this bit of salvage.

No skipper of any vessel should take to the waters without proper anchor and line board for the area to be navigated. Concrete blocks, chunks of steel castings or pieces of

heavy metal are not anchors. The prudent boater will never venture forth with anything but the recommended anchor and ground tackle for the vessel.

The art of anchoring, the various types and characteristics of anchors, and techniques that will help the novice boater avoid problems are covered in the U.S. Coast Guard Auxiliary's free public boating courses. For more information contact your local flotilla at

RADIOTELEPHONE

For the offshore boater, the modern marine radiotelephone is one of the most important items of safety equipment available for recreational craft. A two-way radio becomes as essential as a compass. For this reason, the U.S. Coast Guard Auxiliary urges the purchase of an efficient radiotelephone, if the well-advised skipper who dotes on distant cruises has not already done so.

Many boaters regard two-way radio as something of a mystery. Some feel these instruments are too complicated, too sophisticated for the smaller boats. Actually, marine radio sets manufactured today are nearly as simple to operate as the home telephone.

While a radiotelephone often can be a convenience in the sense of communicating with other vessels, or with shore, its principal purpose is safety and for emergency use. If you encounter difficulties while underway, especially far offshore, your call for assistance on your radiotelephone may spell the difference between inconvenience and disaster. At all hours of the day and night, there are many radio stations on shore and afloat listening on assigned frequencies for distress calls from mariners in trouble.

These include Coast Guard stations and vessels, merchant ships, coastal commercial stations and many small craft. If your radiotelephone is operating properly, your call for help is almost certain to be heard.

As a pleasure craft, not carrying paying passengers, your boat is not legally required to have a marine radio aboard. If you chose voluntarily to so equip your vessel, you are obliged to comply with federal rules and regulations.

Marine radiotelephones used today are of three different types, namely, Very High Frequency FM (VHF-FM); Double Sideband AM (DSB-AM), and Single Sideband AM (SSB).

Most popular among pleasure boaters are VHF-FM sets which are designed for short-range communications of less than 40 miles. They are well adapted to fishermen and pleasure boaters, and come in a wide variety of models at relatively modest prices.

Notable advantages of VHF-FM are minimum interference from other stations and considerably reduced noise levels. However, VHF radio waves travel in a straight line and will not "bend" over the horizon, which prevents long-range communication.

The double sideband marine radios, an early type, are now being phased out. The SSB-type radiotelephone is designed for long-range communication, where VHF-FM would not be practical, i.e., ocean-going commercial vessels.

A common misunderstanding among pleasure boaters is that Citizen's Band (CB) radiotelephones are acceptable for marine use. CB is not a marine radiotelephone. It was designed for land mobile use. It is NOT monitored by the Coast Guard. While it is possible CB radio may bring help to a boater in an emergency, do not depend on it.

Instruction in proper use of marine radio equipment is offered by the U.S. Coast Guard Auxiliary in its free boating courses. For further information contact your local flotilla at _____.

TRAILERING

Trailering your boat to your favorite waters can produce unforgettable, rewarding experiences - or monumental headaches. The difference, says the U.S. Coast Guard Auxiliary, lies in precautions and common sense techniques when towing your vessel.

Every fisherman and pleasure boater dreams of exploring new waters either nearby or in some far-off spot. A trailerable boat makes possible such pleasant discovery on almost every outing. But safety begins in the driveway, not at the dock.

To the land-locked boat owner, trailering behind the family car puts within easy reach those favorite boating waters. But along with the nomadic itch that hits all boat owners at one time or another comes some unusual problems for the trailer boater. These hurdles are easy to overcome with good planning, however.

Slipping the boat off the trailer and into the water without the drain plug installed is a common fault. Next, perhaps, is backing trailer and car too far down the launching ramp, often requiring a rescue tow from a local wrecker truck.

These accidents, while upsetting enough, are minor compared to what can happen on the highway. To avoid serious mishaps on the road there are a number of trailering safety precautions to be religiously taken before leaving home.

Making certain your boat is properly secured on the trailer is most obvious. All lines and tie-downs should be inspected. The winch line should be checked for tightness and the lock positively engaged. Criss-cross the safety chains.

The boat should be properly balanced on the trailer, with most of the weight over the wheels, and a slight balance toward the car, with 10 per cent of the total weight on the trailer hitch. A weaving trailer usually indicates the boat is not balanced.

The wise skipper lubricates all moving parts on the trailer before a lengthy trip. Wheel bearings can be a problem. They should be repacked with grease anytime they are dunked. When launching, it is not always possible to keep wheel bearings out of water, but their life can be extended by avoiding dunkings, especially in salt water.

Other precautions: Make certain fuel tanks are tightly closed and secured. On long trips transport the tanks empty and fill them on arrival. Outboard motors should be raised

and locked in a tilt. Bumps and chuckholes could do real damage, possibly even dislodge the engine from the transom.

Proper tire inflation may save a blow-out or excessive tire wear. Take a spare along for extended trips. Trailer tires are almost impossible to find in a small town, more so in the middle of the night.

Canvas tops are less likely to be torn or damaged if lowered and secured. The same applies to antennas.

An excellent precaution is to periodically pull off the road when towing a trailer. Make an inspection. See that everything is riding correctly. Check wheel hubs for signs of overheating. Make sure all trailer lights are operating correctly, including directional and brake lights so urgent in fast-moving traffic. Launch your boat on water, not on the highway.

Making allowances for extra space required for passing, stopping and turning are among the other trailering techniques covered in the U.S. Coast Guard Auxiliary's free public boating classes. For more information contact your local flotilla at _____.

BOATING COURTESIES

A pleasant surprise to novice boaters as they first take to the water is the courtesy skippers and crews show to one another, in sharp contrast to the ill-tempered outbursts a motorist can experience. As the U.S. Coast Guard Auxiliary emphasizes in its free boating courses, good manners and courtesy - admirable traits at anytime - are age-old traditions of the sea and become the hallmarks of the competent pleasure boater.

As the number of vessels on our waterways increases enormously each year, such marine customs as common courtesy, good manners and the golden rule on the water become prime ingredients of boating safety.

Practicing these traditional amenities, Coast Guard Auxiliary instructors point out, is largely the exercising of common sense and fair play, and respecting the rights of other boaters. And it sets an excellent example for the novice skipper.

In cruising you undoubtedly have had a hand wave from the crew of a passing vessel, an indicator of people enjoying their pastime. And you cheerfully responded. There are a number of boating courtesies, and examples of bad and good boating manners, that are covered in Auxiliary public classes. Here are some of the more important:

SPEED -- Keep it down in narrow channels, anchorages, harbors, near docks and in the vicinity of fishing vessels, water skiers and small sailboats.

WAKES -- Severe damage to moored vessels, docks and seawalls can result from heavy wakes. Keep your wake down in confined areas. You can be liable for damages.

BOW RIDING -- An extremely dangerous practice, especially where children are concerned.

BUZZING -- The boating hot "rudder" shows his lack of courtesy by buzzing piers, swimming areas and other vessels.

POLLUTION -- The considerate boater retains used cans, cartons, garbage and other debris in a container until the cruise ends.

RIGHT-OF-WAY -- If the other boat fails to recognize your right of way, the well-mannered, prudent skipper will avoid a collision by giving way.

ANCHORING -- Only the thoughtless or selfish boater anchors in midchannel, or ties illegally to a buoy or navigation aid while fishing.

Giving the other fellow a helping hand when you spot a distress signal is the mark of marine courtesy. Even at the launching ramp, courtesy and good manners come into play. It may be something as simple as helping another boater launch his craft.

Coast Guard Auxiliary boating instructors stress that practicing courtesy and good manners is elementary but essential to developing boating skills and seamanship. For details on free public Auxiliary courses in this area, contact your local flotilla at _____.

BOATING SAFETY PUBLIC SERVICE ANNOUNCEMENTS
30 SECOND SPOTS

Each message below should be preceded by the sentence:

"This is a boating safety message from the UNITED STATES COAST
GUARD AUXILIARY:"

"I didn't see the other boat 'til it was too late", is often heard after a collision. The fatigue caused by sun, wind, glare, noise and vibration of a few hours of boating reduces an operator's peripheral vision and ability to observe and react. If any amount of alcohol is added, the effects are multiplied. Responsible operators save their drinks till they get home.

Whatever you do on the water ... fishing, hunting, cruising, picnicking, waterskiing or just having fun, know before you go. The U.S. Coast Guard Auxiliary says you'll enjoy the water more if you're confident in what you are doing. You'll be safer, too.

The secret of boating safety is keeping out of trouble rather than getting out of trouble! So plan ahead, check your equipment and the weather... and enjoy a safe day on the water.

Did you know that the vapor from just a cup of gasoline packs the same wallop as fifteen sticks of dynamite? Gasoline vapors can explode if they come in contact with a spark of flame. Do check fuel lines for leaks, and pay particular attention when fueling.

Frequently check all fire extinguishers aboard your boat for full pressure. If they are found only partially full, or empty, they should be immediately recharged. Do not test fire extinguisher by squirting small amounts of the agent or the fire extinguisher may not work when you need it. Dry chemical fire extinguishers should be shaken occasionally to loosen the settled powder.

The term personal flotation device may seem a little strange, but this piece of equipment is the most important item on your boat. Each year more than 90 percent of those who die in boating accidents drown. Of those fatalities, more than 75 percent were not wearing a PFD. Let's keep the fun in boating this summer - wear your personal flotation device. Remember, it won't work if you don't wear it.

It takes two to tango but three to ski. When water skiing you need a line tender whose only job is to watch the skier. This leaves the helmsman free to operate the boat on a safe course while keeping a good lookout forward to avoid other boats, docks, moorings, fishermen and swimming areas.

Don't lean over the side or stand up in a small boat. Statistics indicate that is the number one reason for people falling overboard. When you stand up in a boat, the center of gravity moves up as you do. This makes it easier for you to fall overboard if you lose your balance. Moving to one side also increases the risk of throwing the boat off balance. One big wave and over you go.

Drowning account for eighty-five percent of the fatalities in boating accidents. Don't become a statistic. Before you leave the dock, make sure there is a Coast Guard approved personal flotation device for each person on board. Be certain they fit and are readily accessible.

A wise boat operator will teach passengers how to operate the boat. One never knows when you may be incapacitated and someone else may have to take command. The time to learn is before it happens. Show them the location of life jackets, fire extinguishers, signaling devices and other safety gear. Then how to start, shift, steer and stop the boat. It could be a lifesaving lesson.

Alcohol and boating accidents go hand-in-hand. Alertness and a sense of balance are crucial to accident-free boating. Alcohol slows reaction time and numbs the senses. Balance is greatly lessened by as little as one or two drinks. Alcohol is involved in more than half of the nation's serious boating accidents. A good rule of thumb - don't drink while boating.

After a few hours on the water, wind, glare, noise, and motion can have intoxicating effects. If alcohol is added the effects are multiplied. Responsible boat operators save their drinks till they get home.

Gasoline fumes are heavier than air and settle in the bilges of a boat. Unless the area is ventilated and the fumes are forced out, they will remain there like a time bomb waiting for the critical ratio of air to gas to spark. Boaters should treat gasoline with extra care. When filling portable tanks, remove them from the boat and fill them on the dock to avoid spilling gasoline inside the boat.

BOATING SAFETY PUBLIC SERVICE ANNOUNCEMENTS

10 SECOND SPOTS

Each message below should be preceded by the sentence:

"This is a boating safety message from the UNITED STATES COAST
GUARD AUXILIARY:"

If your boat capsizes, stay with it. It should float. It is
easier for rescuers to spot a capsized boat than a person in the
water.

When on the water use the 1/3 rule. One third of the fuel to
get there, one third to get back, and one third for reserve.

Collisions are a major cause of injury and property damage, so
when on the water, keep a sharp lookout and live by the
Navigation Rules.

The fatigue caused by motion, vibration, glare, and noise while
operating a boat can be as debilitating as being legally drunk.
Know your physical limitations.

Capsizing is a major cause of boating fatalities. When in a
small boat, remain seated and wear a life jacket.

Before you set sail for a day of fun on the water, check the
weather reports. Nothing can ruin a day afloat faster than
being caught in a storm.

"Steer clear" may not be good grammar, but it certainly is good boating. Skippers are reminded to "steer clear" of swimming areas, fishing lines, diver's flags and other boats.

Take this word of advice from boaters who know ... if your boat should capsize or swamp, don't try to swim for shore; it's probably a lot farther than it looks. Stick with your boat or any other object that will keep you afloat.

ENCLOSURE 3:

PRINTING ...

The Art of "Getting Ink On Paper the Way You Want It"

PRINTING ...

The art of 'getting ink on paper the way you want it'

Public Affairs Officers will be faced with the chore of specifying or buying printing of some sort at some time in their Auxiliary careers. With this in mind, here's a short course on "getting ink on paper the way you want it."

"Printing", loosely defined, is the process of transferring an image from one substance to another. For example, an artist creates an oil painting on canvas then has a printer reproduce copies of the painting on the paper. Likewise, a designer creates an image on paper then has the image transferred to cloth or wallpaper.

There are four major printing processes currently in use here in the United States - **Letterpress, Gravure, Xerography, and Offset Lithography.**

Letterpress is actually the only true method of "printing." A raised surface of an image is coated with ink, and paper (or what ever substance is to receive the image) is then pressed on the raised surface, and the image is transferred. If the raised surface is rubber or some other flexible substance, this would be known as "flexographic letter press" printing. Very little letter press is currently being done, due to the high cost of metal typesetting and limited press speeds of letterpress equipment. Flexographic printing is widely used in the production of business forms, paper and plastic bags and cartons. Letterpress is used widely for metallic foil and "blind" embossing (where an image is raised into the paper without color), and diecutting, scoring, and perforating.

Gravure is an extremely inexpensive (on a per-copy basis) way to print color on extremely long press runs (millions of copies of, for example, National Geographic Magazine). The copy or image is etched into a large chromed steel cylinder, and after an extremely thin and volatile is applied, a roll of paper is run through the press, pressing against the cylinder, thus transferring the image. Gravure is unsuited for the requirements of any Auxiliary printing application that one can image, due to the high preparatory costs of engraved cylinders, large presses used in gravure, and minimum press runs in the millions.

Xerography is the term for electrostatic reproduction currently found in office or professional copiers. Many small print shops have highly sophisticated copiers that can copy

both sides of a number of sheets, collate (gather) the pages in order, and stitch (or staple) the sheets together, all in an extremely short time. This process is extremely useful for small (a few hundred at most) quantities. However, the process is expensive on a "per-piece" basis, the reproduction quality of type is not very good while picture reproduction is poor, and there are limits to the types of paper that can be used and the colors of ink pigments that are available.

Offset Lithography is the most widely used form of printing in our country today. Based on the premise that oil and water don't mix, oil-based inks are transferred to an oil-receptive image on a "plate." The image is then "offset" or transferred to a hard rubber blanket, and the paper, when pressed against the blanket, receives the image (note that plate and paper never meet, because the image is "offset" onto the blanket). Plates are generally made of either of two materials, paper or metal.

Paper plates are usually made by "direct image" or "Itek" process, where the image of the copy is transferred directly to the plate. Paper plates are inexpensive, quick to make, and do not print with the quality of metal plates.

Metal plates are sheets of either aluminum (most common) or steel, which have been coated with a light-sensitive plastic coating (or photopolymer). The copy or image is photographed in a large lithographic camera, producing a film negative. The negative, after it is developed, is pressed against the plate and exposed to an extremely bright light. Where the light comes through the negative, the coating on the plate is hardened. When the plate is washed, the coated areas exposed to the light remain on the plate, while the coating in the unexposed area washes away (the plate is said to have been "developed"). The image area is now receptive to oil, while the plate area is receptive to water, and as noted earlier, oil and water don't mix.

The advantages of offset lithography are many. Given a reasonable length of press run (a hundred copies are the minimum for offset, while jobs requiring three or four million copies can be produced efficiently on offset as well), offset lithography gives excellent quality on a wide variety of papers in a large (more than 1500) number of ink colors, for a very affordable price.

Paper can be confusing. We hear about "20# papers, 50# papers, 80# papers, book bond, and cover papers". What does it all mean? Actually that's pretty simple, too. Paper is generally classified into six types: **Book** (or Text), **Bond**, **Index**, **Cover**, **Bristol**, and **Tag**. Each type paper has been assigned what is known as a "basis size". These are

Book (Text)	25" X 38"
Bond	17" X 22"
Index	25.5" X 30.5"
Cover	20" X 26"
Bristol	22.5" X 28.5"
Tag	24" X 36"

Each of these types of paper come in various standard weights. The most common are:

Book (Text)	50#, 60#, 70#, 80#, 100#
Bond	16#, 18#, 20#, 24#
Index	90#, 110#, 140#
Cover	65#, 80#, 100#
Bristol	67#, 80#, 100#, 120#
Tag	100#, 125#, 150#

When they refer to a 20# Bond, they're referring to a Bond paper of which 500 sheets (or 1 ream) of the basis size (17" X 22") will weight 20#. Paper is sold by the pound, so the heavier paper you specify, the higher the cost of your printing job ... **EXCEPT...** LIGHTER PAPERS DO NOT FEED AS EASILY THROUGH THE PRESS. So you can save money on paper and spend your savings, and more, in production costs! Also, because of the various basis sizes, the weights are not consistent throughout the types of paper. For example, 24# Bond is heavier stock than 50# Book (Text). Actually, 20# Bond is pretty much the same as 50# Book paper, while 24# Bond is the same as 60# Book paper.

Papers are made for different purposes too. **Bond**, for example, is a writing paper with a hard "tinny" surface. This makes it great to write on, but for printing quality, a **Book** (Text) paper is usually suited better to offset reproduction. For purposes of the Auxiliary, you'll be using Bond for letterhead and envelopes, Book (Text) for brochures, flyers, publications and the like, **Cover** for covers (like the cover of the **Navigator**), and **Index** for business cards.

Book (Text) paper comes in two main categories, "coated" and "uncoated." "Coated" paper (usually referred to as "Enamel" stock) is the nice shiny paper found in magazines

such as "Time". The coating, a mixture of clay, titanium dioxide, and other ingredients, is applied to the surfaces of the paper in the manufacturing stage. The coating is not naturally shiny, so after the coating is applied, the paper is "polished" (a process called "calendaring") to bring out the shine. Coated, but unpolished paper (called "dull-coated" paper) is also available. "Uncoated" paper has no coating, and comes in either a smooth or vellum (rough) finish. Smooth paper generally looks nicer and reproduces an image better, but "vellum" paper runs better on the press.

When you specify paper for a newsletter, manual, or other publication, usually specify "smooth finish Book paper", in a 50# or 60# weight. The printer may have, as his standard or "house stock" (much like a restaurant has a "house wine"), a vellum-finished paper. Specifying the printer's "housestock" can save you quite a bit of money. While most paper mills manufacture their book papers in both smooth and vellum and sell these for the same price, the printer may charge you more for what he has to special order. Insist on seeing samples of the paper that the printer proposes to use on your printing job, and have him identify both the weight and the brand name of the paper. Also ask your printer what type of plate he's using. Direct image paper plates may do an acceptable job for typewritten copy, but for pictures (or halftones), specify a negative-working metal plate.

If you are printing "ad slicks", (sheets of ready-made ads which will be passed out to newspapers and other publications), then specify an 80# book weight dullcoated stock. You should also specify a black OPAQUE ink (most lithographic inks are "transparent" inks).

Purchasing printing can be either a hassle or fun, depending on how you go about it. You should usually get written estimates of prices from at least three different printers on any printing job. There are some mind boggling pricing variations in today's market place. Remember, that famous name "Quick Printer" in that stylish mall is paying a good deal more for rent than the small independent commercial printer in the industrial park a few blocks away. Nor do the "Quick Printer's" franchise, formica counter, wood-toned chairs, wall-to-wall carpet, and other "show and tell" furnishings come cheap! Look for an experienced commercial printer, and don't hesitate to ask for names of some of the printer's customers that you can call as references. Ask for a shop tour. Most reputable printers are happy to show off their shops and answer questions (silly or otherwise). Look for cleanliness. You

can't print good work in a dirty shop. Ask to see samples, and while you're in the shop, look at printing jobs currently in work.

Your printing job can only be as good as the artwork and copy that you give your printer. Try as he might, **NO** printer can make chicken salad out of chicken manure, or a great printing job out of sloppy artwork. Good printers will help you with layout advice, if you only ask. Specify exact delivery dates ... "**ASAP**" usually will be taken to mean "as soon as practicable", not "as soon as possible!" Check your copy thoroughly. The printer is **NOT** responsible for your errors in finished "camera-ready" copy. After you receive your job, check the invoice against the written estimate. Other than minor variations for small over-runs or under-runs (and the printer is permitted a reasonable quantity variation), the prices should be the same.

There is no particular mystery in printing. **As a trade**, it's been around since 1500 BC! If you're really interested in printing, check your local library for a copy of "Pocket Pal", a small book published by International Paper Company. Given a bit of research, you too can be a real printing "pro"!

About the author: **Chuck Anning, DSO-PA**, 9th District, Central Region, is a professional printer. His material gets to the heart of the subject and should be a special aid to new PA Officers.

ENCLOSURE 4:

PUBLIC AFFAIRS PRESS GUIDE

or

Everything You Wanted to Know About Television

But Were Afraid to Ask ...

PUBLIC AFFAIRS PRESS GUIDE

or

Everything you Wanted to Know About Television

But Were Afraid to Ask...

THE PROBLEM

Public Institutions

"Why can't media get on government's team and quit being so negative?" Sound familiar? No matter where one lives, members of governmental units echo those words. Eric Sevareid summed it up this way, "I'm not going to talk about the adversary relationship between the press and government. Of course it goes too far, from one side to the other, but it's still one of the creative tensions in our democratic life. I would only say that it will mellow as far as the press is concerned, when public officials begin to do things - when they admit policy mistakes of a serious nature, and when they complain on those many occasions when they are over-praised."

Volunteer Institutions

The volunteer community has a different set of problems: public relations/publicity chairpersons change each year. Training for the position is generally nonexistent. To these people, we offer this advice - do your homework, watch television, listen to the radio, and read the newspapers. By doing so, you will begin to find which reporters cover what beat, who reports on special events, and who hosts talk shows or writes feature stories. While this pamphlet is designed to give you helpful hints about government and volunteer interaction with the media, it does not insure every story making the news.

WHO'S WHO

The News Director

The News Director is the Department Supervisor. This person is ultimately responsible for the news product and performance of reporters, photographers, and other staff members. Because the News Department is comprised of many individuals with varying philosophies, final decisions on content and matters of controversy are made by the News Director. Complaints or disagreements that cannot be resolved by communicating with

the involved person may be brought to the attention of the News Director. The media does make mistakes, and readily admit that they do make mistakes, and they will take pains to publicly correct them.

The Assignment Editor

Ask for the Assignment Desk when calling, and direct your mail to same. On basic news stories this person is your contact. The Assignment Editor makes many decisions on what will be covered, assigns crews to cover items, and talks with beat reporters on ideas for possible stories.

The Reporter

This is the person with whom you have the most contact. If there is a reporter who covers your district on a regular basis, talk with him/her about the best way to keep him/her informed. Some districts keep mail slots for information concerning impending meetings, events, etc. Even if you are in a district with a regular "beat" reporter, it is advisable to mail or send the notification to the Assignment Desk.

GETTING YOUR STORY TOLD

What Is Not A Story

A story is not a story when one calls a news conference to inform the news media he or she is going to call a news conference the following week. Indulgence of personal ego by asking a reporter to be present to record one's august thoughts on a non-issue is not a news story. News departments catch on pretty quickly when they are being called upon to be a promotions department for an issue. Walter Cronkite summed it up this way when he quipped "... the function of news is not to report all the cats that are not up in the trees."

What Is a Story

Local report shows, special features within a news program, documentaries and public service programs are all ways of communicating information. Watch your local television station or listen to your local radio station to find out the various programs that could fulfill your needs. There is an old saying "there is no such thing as a dull story, only a dull presentation." There are stories everywhere; the hiring of the first woman in a non-traditional job, for example, is an interesting story. The greater the degree of interest and

significance for the greatest number, the greater the news value. Remember, news departments are flooded with announcements and calls for news conferences and releases. Selections must be made in view of schedules and the total news picture for a particular day. Remember, in television, the staff is very busy from about one and a half hours before newscast to the time of the newscast.

News Story/News Releases

Whether or not to call a news conference depends upon the significance, timelines and degree of public interest. It is a matter of good judgement. Whenever possible, information should be sent in advance. Send releases to all media the same time. Be sure to include the WHO, WHAT, WHEN and WHERE; when applicable, the WHY and HOW. Also, HOW MANY are expected to attend if it is a public event. If you wish, add a paragraph or two on a specific point that you believe viewers, listeners, or readers may be especially interested in. The editor's decision must be based on how good the story is; are there good pictures and/or sound possibilities.

If advance notice is not possible because of confidentiality, or something unexpected, call the Assignment Editor with the information. Depending on how busy the crews are, and how important the information, an effort will be made to get someone to the event. The more advance notice obviously, the better chance of a reporter being scheduled to cover the event. That, however, does not guarantee coverage. If there are a number of things going on at the same time, priorities have to be established by the News Director and the Assignment Editor.

Normally, the beginning of the week is light on news. Therefore, this is a good time for a news conference or feature story. Reduced staffing on weekends limits availability of personnel to cover all events. When a reporter and photographer come to an event, common courtesy should be extended. Have someone standing by to meet the media. Ask if they need help. Have a second or additional information release typed and ready for the reporter-photographer.

It is not advisable to ask for news coverage at a 12:15 P.M. luncheon, when they are not needed until 1:00 P.M. Be specific on time, especially for photos. If a person does not come to cover the event, give the Assignment Editor (or his/her desk) a call right away. It

may be that someone slipped up. Please remember, the reporter-photographer may have a conflicting assignment so give the exact time for the photo coverage. When asked to explain a happening "on air," be brief. If necessary, take a minute to collect your thoughts.

News Conferences

Mornings are usually the best times for news conferences but if a night time conference is preferred, make it in the early evening if you want coverage that same day. Always remember, planning is the key to a good news conference and like most businesses, Thursdays and Fridays are busy days for the media. Send a news release to each newspaper, radio and television station to announce your conference ten days prior to the event. Your list should include news directors, assignment directors, public service directors and program producers. Follow-up telephone calls should be made to confirm the media's attendance. This should be done two or three days in advance. Remember you are competing with all of the other news events of the day so you are never sure who may show up.

An authoritative person should be on hand to take charge and be the spokesperson during the conference. Comments should be brief and different than the news release. The spokesperson should ask about possible questions in order to provide accuracy and give a professional look to the interview. After the conference the spokesperson should remain for further questioning by the media.

Most important ... start your conference on time.

The Public Service Department

Television stations provide millions of dollars worth of air time and facilities free of charge to non-profit organizations in the form of public service announcements (PSA's) each year. Broadcasters need not grant time to any particular group, nor is there a law which says stations must devote a fixed amount of air time to community organizations. However, most stations pride themselves on being alert to community needs, and on their record of service in the public interest. They welcome your organization's requests but must make their own judgements on exactly what groups and which functions they can effectively serve.

Public Affairs Programs

Panel, interview, discussion or documentary programs dealing with community problems, needs and (sometimes) activities range in length from 2 to 30 minutes.

Deadlines

How far in advance is information needed?

Public Service Announcements: Two weeks before you need it aired is a good rule of thumb.

Public Affairs Programs: Make contact two to four weeks in advance.

Whenever you send information to a station, be sure to include the name, address and telephone number of someone who can provide additional information.

Preparing Public Service Announcements for Television

The most commonly used visual materials for television are the 35 mm slide, a 1 inch Type C video tape, 3/4 inch u-matic or 1/2 inch broadcast quality betacam format. Public Service Announcements should be 10, 20 or 30 seconds in length with the most popular being 10 and 30 second versions. A most effective announcement consists of a color with copy to be read by an off camera announcer.

How to Prepare "Live" Copy

1. On a work sheet list the key facts about your program or activity. List WHO, WHAT, WHEN, WHERE AND WHY plus important name(s).
2. Prepare a draft of your message. Keep your sentences short, simple and conversational. Words are for the ear not the eye. Be accurate, brief and factual.
3. Read your copy out loud. Time it carefully. Re-write to eliminate rough spots and stumbling words. Read aloud and time again.
4. It is helpful to give phonetic pronunciation of unusual proper names, etc., when you are sure of them.

Remember that every public service announcement is not aired. Your message is in competition with other PSA's and commercials. The larger the potentially-interested group, the more likely the PSA is to be aired.

Equal Time

Applies only to political candidates ...

not issues

Fairness Doctrine

Applies only to controversial subjects.

Coast Guard Auxiliary CME A 'Faire

**Coast Guard Auxiliary CME A'Faire
Sample 30 Second PSA
Spring CME A'Faire**

Video

Audio

P-4, 29
(Boat being examined)

P-4, 147
(Decal being attached)

P-4, 87
(Poster/Have your boat safely checked)

Are you ready for the coming boating season?... Your local coast guard auxiliary will hold courtesy vessel examinations at the Santa Cruz Harbor, Saturday May 9. The service is free and they will show you what you need to boat safely...the Auxiliary also offers boating safety classes at the Harbor...The classes cover legal requirements, boat handling, plus 11 other subjects. Call 423-7119 for more information. Boat safely...know before you go!

**Sample 20 Second PSA
Spring CME A'Faire**

Video

Audio

P-6, 113

Don't miss this year's free boating examinations offered by the Santa Cruz Coast Guard Auxiliary, Saturday May 9, beginning at 9 AM at the Harbor. Boating safety classes are offered starting May 14. They cover legal requirements plus 12 other subjects...Call 423-7119 for more information...Boat safely, know before you go!

**Sample 10 Second PSA
Spring CME A'Faire**

Video

Audio

P-6, 113
(CME Decal)

You won't want to miss this year's free boating examinations offered by the Coast Guard Auxiliary...be at Santa Cruz Harbor May 15 at 9 A.M...know before you go!

PA OFFICER'S YEARLY CALENDAR OF ACTIVITIES

PA OFFICER'S YEARLY CALENDAR OF ACTIVITIES

JANUARY:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

FEBRUARY:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

MARCH:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

APRIL:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

MAY:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

JUNE:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

JULY:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

AUGUST:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

SEPTEMBER:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

OCTOBER:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

NOVEMBER:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

DECEMBER:

WEEK 1

WEEK 2

WEEK 3

WEEK 4

ENCLOSURE 6:

NATIONAL SAFE BOAT WEEK

Public Affairs Officer's guide

NATIONAL SAFE BOATING WEEK

SET ASIDE BY

THE
PRESIDENT OF THE UNITED STATES

TO PROMOTE BOATING SAFETY AWARENESS
FOR THE RECREATIONAL BOATER

Established by Act of Congress
June 4, 1958

THIS BOOKLET WAS WRITTEN AND COMPILED
BY
THE NATIONAL STAFF, DEPARTMENT OF PUBLIC AFFAIRS
UNITED STATES COAST GUARD AUXILIARY

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NATIONAL SAFE BOATING WEEK

National Safe Boating Week, sponsored by the National Safe Boating Council Inc., is the annual national media event that launches the recreational boating season in the United States. It not only starts the traditional boating season but introduces a year-long media campaign to provide boaters more information about the sport.

During this week members of the council, including the Coast Guard Auxiliary, US Power Squadron, State Boating Law Administrators, Army Corps of Engineers, American Red Cross and other groups provide extensive media coverage, local exhibits, and special programs with the theme now in use by the council, "Know Before You Go." The council supports the grassroots activity of many voluntary groups with media kits and other pamphlets.

Rationale for Participation

There are valid reasons for strong participation in the National Safe Boating Week program for the Auxiliary. Some of the most important are:

1. EDUCATION: In spite of the increasing numbers of participants in Public Education classes, we are still barely scratching the surface of the active and semi-active boating public. Of particular importance is the semi-active, recreational boater. Persons in this category do not necessarily think of themselves as "boaters." They are fishermen, water-skiers, hunters, - persons interested in a sport which coincidentally places them in a boat. They know little or nothing of required safety equipment or its operation, safety procedures in a small boat, nor what to do in emergency situations that are totally unfamiliar and unlike those with which they cope on land. They seldom take safe boating classes; they don't read boating magazines. They must be reached through media with which they are familiar, such as the daily newspaper, outdoor magazines, radio, television, and through programs sponsored by the sporting organizations with which they are involved.

National Safe Boating Week can be an EDUCATIONAL MISSION for this increasing group of largely uninformed boaters, when the message can be brought into their lives.

2. PUBLIC EDUCATION PROMOTION: Although individual contact is generally brief in activities engaged in during National Safe Boating Week, this is still an opportunity to acquaint the public with content of the PE classes as well as encourage attendance. Incorporating a display of PE materials as texts, charts, visual aids, etc.) as part of the Program may help prospective students to better visualize the course content and its application to their own needs as a safe and responsible recreational boater. Although statistics tell us the "occasional" boater is the most difficult to engage in a 10 to 12 week boating course, this is exactly the boater who is the most likely to have a boating accident. That is the message most important to stress during National Safe Boating Week Programs. It is most important that while we provide awareness of the problems and possible dangers of small boat instability, hypothermia, weather, alcohol consumption, we continue to encourage the individual to take the time to learn how to cope with these and other safety concerns.
3. RECOGNITION: There are many who know nothing of the Auxiliary nor its missions of public education and assistance to the boater in distress. Few still are aware of the personal training expected of Auxiliary members in preparing them to execute assistance in boating emergency situations, education courses and courtesy boat inspections. In our voluntary position of assistance and not as law-enforcement persons, National Safe Boating Week can enhance the image of the United States Coast Guard Auxiliary as a prepared, knowledgeable TRUE FRIEND OF THE BOATER.

These are important reasons for Auxiliarists to be actively involved in the National Safe Boating Week Program. Through them we can:

- provide awareness and information;
- encourage in-depth boating safety education;
- be visible in our role as volunteers in the cause of safe

boating. Our primary mission as promoters of safe boating can be well served through active participation in this worthy program.

DUTIES AND RESPONSIBILITIES OF THE NSBW PROJECT OFFICER

In keeping with COMDTINST M16790.1C, the Auxiliary Manual, the NSBW PROJECT OFFICER is expected to:

1. Assume responsibility for the preparation and conduct of the National Safe Boating Week Program for your unit.
2. Present a suggested program to your unit for their approval **at least three (3) months** (e.g. March) prior to the dates set for National Safe Boating Week.
3. Act as a catalyst for energizing the entire unit's participation in the various facets of the program developed.
4. Maintain a record of unit activities, active participants and sponsors for the unit's National Safe Boating Week Program.
5. Upon completion of the unit's National Safe Boating Week Program:
 - a. Provide a detailed report to the Flotilla to insure that public appearances, CME booths, and any instructional classes are noted and recorded on the proper AUXMIS forms.
 - b. Provide a copy of that report to your Division NSBW Project Officer, who will in turn forward that report to the District Project Officer.
 - c. Complete and return the self-mailing report form enclosed in your NSBW Action Packet to the Chairman of NSBW.
6. Provide recognition on as visible a scale as possible to those non-auxiliary individuals and groups who assisted your unit in the operation of its National Safe Boating Week Program.

TIPS, HINTS, AND OTHER RELATED ITEMS

Developing a Program

1. Develop a committee in January to "brain storm" ideas for your program. Based upon purpose - exposing the recreational boater to important safety information - encourage new, different, innovative program treatments, and appropriate locations for the greatest audience potential. Who should be on this committee? Keep it manageable - 5 or 6 is a good number, and try for a mix - new members and old. You are looking for new ideas, so encourage members who are creative.
2. Brain storming can be fun. Encourage any ideas, no matter how seemingly outlandish, at the start. Once 10 or 15 ideas have been offered, then consider what is possible, truly impossible, and what may be possible with some changes.
3. Next, consider locations for each of the ideas that have been considered in the realm of possibility, and what facilities exist, or might need to be created for the project.
4. Now is a good time to consider outside participants - Marine Dealers, Newspaper photographers, local TV personalities, Coast Guard personnel, local officials, the Sea Scouts, a local EMT unit or Fireman's unit, a representative from a local Fire Extinguisher company, the local Yacht Club Commodores.
5. By this time, you and the group have enough ideas to select the one with the greatest potential and practicality to present to the unit. (Keep track of the others, also. There will be some material there to build upon for other activities, or to use the following year when more time is available for preparations.)

Presenting The Program

1. Involve members of your committee in assisting with the presentation. They were important in developing the ideas, keep them involved as you present those ideas to the unit.
2. Visuals can be a real help. If you can have prepared a flip chart or some other visual outlining the PROGRAM PROPOSAL, SITE, ACTIVITIES, GUESTS, and NECESSARY PREPARATIONS, the other members will be able to see clearly what will happen

- and where they may have a part in the project.

Involving The Unit

1. A goodly share of the group are already involved, through your committee. Part of your presentation plan should include a list of necessary activities or tasks to be completed - phone calls, personal contacts, items to be constructed, letters to be written, etc. Now is the time to get people to sign up for how they will participate.
2. Prepare a list of material to be ordered from National stores - CME manners, pamphlets, posters, certificates of appreciation, etc. and put it in the hands of the MA officer now.
3. If funds are necessary for materials, film, and publicity, this is the time to request them, make arrangements with the FN officer, or discuss how those funds will be raised.

Maintaining Records

1. Keep a notebook of all activities. Include all the brainstorming material, list of activities to be done, specific guests (plus addresses, phone numbers, etc.)
2. Developing a time line for the completion of each item on your activities list. This helps both you and the unit members to get things done in a timely manner, so that you avoid as far as possible the last-minute flurry of activities the day or so prior to the start of the program.

3. Buy plenty of film, and assign one or two persons to be responsible for getting a photo-record of all activities.
4. To assist in the "paperwork" portion, have someone who will be responsible for collecting publicity materials, such as newspaper or magazine clippings, and will keep a list of all to whom Certificates of Appreciation should be presented.

Reporting NSBW Activities

1. The Media Kit you will receive with the NSBW Action Manual you order contains a self-mailing report form to be completed and returned directly to the Chairman of National Safe Boating Week Program. This is important as a source of national statistics as well as your opportunity to request official Certificates of Appreciation.
2. A report to your Commander can be more detailed than the council's form, but should include listings of radio and/or TV spots, any public appearances, newspaper articles published, guests and other participants in the program, and a description of the event(s) which took place for your National Safe Boating Program.

Member Appearance

The events suggested in this packet may not only sell the Coast Guard Auxiliary programs in Public Education and Courtesy Marine Examination programs, but in addition be helpful in attracting new members to the Auxiliary. Your image, therefore, is critically important.

1. Always appear in proper uniform. Make sure insignia are correct and placed in prescribed positions.
2. Wear your uniform proudly. A sloppy or unkempt appearance is detrimental to both you and the organization you represent. If you do not have all the appropriate uniform parts, **DO NOT IMPROVISE**. The recently approved grey slacks or skirt with navy blazer is an appropriate substitute.

Supplies

The National stores has the following materials which can help you in your preparations and programs for National Safe Boating Week:

1. National Safe Boating Week Action Manual
2. The Public Affairs Officer's Guide
3. Auxiliary and Coast Guard pamphlets for distribution

All of this material is available from:

Auxiliary National Supply Center
WH-1 Bay-5
St. Louis Area Support Center
Granite City, IL 62040-1801
NATIONAL SAFE BOATING WEEK
PLAN.....WORK.....SELL

NSBW CERTIFICATES OF APPRECIATION

Availability

An important consideration for the NSBW Project Officer is the recognition of those who extend assistance to the local National Safe Boating Week Project. It is important that we express to these friends of the Auxiliary our thanks and gratitude. The National Safe Boating Council has developed special certificates for this purpose. Therefore, it is important that you return the activity report form that is enclosed in the Media kit which accompanied the Action Manual, indicating the number of certificates you need. There is a limit of 10 per reporting unit.

Criteria

Certificates should be considered for those individuals or groups which have given extra effort or volunteered their own time to assist in the NSBW Project. Since only 10 are available, consider carefully to whom they should be awarded. A Flotilla Certificate might be appropriate to present to the marine dealer who donates one fire extinguisher for a display. The company who lets you use their main window for a week-long display of boating safety equipment, and stays open late Friday night so you can set up that display, deserves the NSBW certificate.

This program is sponsored by over 125 organizations ranging from recreational support groups, boating organizations, and voluntary humanitarian organizations to governmental departments and services of both the United States and Canada. It is important, therefore, that this certificate represent the high regard in which this program is held. It is highly recommended that the certificate be framed, and presented at a formal function.

National Commodore's EAGLE Certificate

Occasionally there will be the individual or company that has provided service above and beyond the normal call of duty. The National Commodore's Eagle Certificate is devised for recognition of this kind of exceptional service. Only a few are presented each year.

Requests for this award must be fully documented. It may be presented to those civilians who have provided exceptional assistance, or to an outstanding Auxiliarist. Requests for certificates, and accompanying documentation should be addressed to the USCGAUX National Chairperson for National Safe Boating Week.

PUBLICITY

Television Public Service Announcements (PSAs)

PSAs are created by the National Safe Boating Council and distributed to certain key markets. You can discover which television stations have received copies of the PSAs by calling the Boating Safety Hotline at 1-800-368-5647. The operator will be able to tell you the stations in your state which have received the PSAs.

Once you know who has the PSA it is up to you to encourage the PSA director to play those announcements. Inform the director of the often unsuspected dangers in boating, the accidents which have occurred in your area, and how greatly the director will benefit the community by playing the PSA, especially at prime visibility time. By informing the Director of its real importance, the more likely she/he will be to air the National Safe Boating week PSA at high viewing times rather than at 2 AM.

Radio Public Service Announcements

Using the same theme as the television spots, prototypes are included in the NSBW Action Manual distributed to each Flotilla. THERE IS SPACE PROVIDED TO ADD A LOCAL ADDRESS. Please be sure that it is typed, DOUBLE SPACED, so that the announcer can clearly read it ... One copy of each spot is furnished, local reproduction may be made as required by each Flotilla.

Media Appearances

If the NSBW project involves on-air or camera interviews, the following suggestions may be of help:

1. Develop a planned set of information to be used - not necessarily a planned speech, but an outline of salient points about which you may be questioned, or points you want to be sure are covered.
2. Be sure the interviewer has a copy of those points ahead of time. Try to spend some time with the interviewer previous to the broadcast to discuss any questions they may have, or points they do not understand.
3. Present your facts in a clear concise manner. If you don't know the answer to a question, admit it freely. This shouldn't happen if you have covered points 1 and 2 above, but if it does, it's not the end of the world. If possible, Find out if the interviewer will be presenting a follow-up, and make a point of providing the information on time.
4. Try not to use technical or professional jargon. Neither the interviewer nor the audience will understand the alphabet "soup" we use to speed communications. Refer to the FC as the Flotilla Commander, and a CME as a Courtesy Marine Examination. Using these kinds of code words outside of their legitimate source is a form of elitism. Remember, it's the new recreational boater you are trying to reach. Don't turn them off before you have a chance to give your message.
5. **Dress is most important** if you will be on camera. **Proper** uniform, or the newly approved navy blazer with Auxiliary pocket crest with grey slacks or skirt should be worn if at all possible. Barring that, a plain blue business suit, or tailored dress is recommended. Avoid at all costs ruffles and bows, plaids and stripes. The first are not particularly professional, the latter do not film well.
6. Try not to fidget. Tearing paper into tiny shreds, sliding your hands in and out of pants pockets, jingling the change (or keys) in your pocket, pulling your ear lobe constantly are communicating sure signs of nervousness. The biggest

problem one faces is what do with hands. If you are standing, try to let them hang relaxed at your side. (Don't clutch the edge of your jacket!) If this is not comfortable, try clasping a finger or two behind your back. Do avoid the "fig leaf" position. When sitting, don't "while knuckle" the chair arm. Just place one hand over the other in your lap. The interviewed will try to put you at ease. If you have done your homework and know your material, you will find yourself relaxing in a very short time.

Newspaper/Magazine Ads

Samples of news releases are provided in the action manual packet as well as in the Public Affairs Officer's Guide. These can be reused yearly with appropriate updating. Be sure to make a copy of the news release before submitting it to the newspaper editor.

Following are certain points to remember when developing your news release.

1. The 5 "Ws" (Who, What, When, Where and Why) MUST occur in the first paragraph - preferably in the first one or two sentences. This is critically important. Few people have time to read every word of every article in the newspaper. Most readers scan the first paragraph, then move on the next headline. Unless something really catches that reader's attention the rest of the material is skipped over. It is therefore important to get all critical information right up front. (Quick tip - if the paragraph ends with a question, or alludes to special information to follow, you just may get readers to go on to the second paragraph. Remember, however, this is a possibility, not necessarily a probability!)
2. ALL COPY SHOULD BE CHECKED CAREFULLY FOR GRAMMAR AND SPELLING. I cannot stress this enough. There is nothing more damaging to one's image and credibility with the media than poorly written material which must be re-edited. When in doubt, use a dictionary. (Check those dangling participles, run-on sentences, and particularly the inadvertent use of "your" for "you're," "to" for "too" - and even an occasional "two"!)

3. All copy submitted to the newspaper should be DOUBLE SPACED. This not only makes it easier to read, but also easier to edit if necessary.
4. Spell out all acronyms. The public will not understand our abbreviated titles. "FC Smith of the USCGAUX announces a CME station for NSBW" means nothing to the general public.
5. Try to include local names whenever possible, as well as a phone number for contact and/or questions.
6. If a local business is to sponsor your ad, be sure the sponsor's acknowledgement is added beneath the ad, not as a part of it. The Auxiliary may not endorse nor appear to endorse a business or product.

Posters

The action packet you receive contains a variety of material, including samples of pamphlets and posters available for use. An order form is also included with which you can order up to 200 of each poster and pamphlet. Be sure to order well in advance, to be sure your order is processed and returned in plenty of time for your NSBW event.

Place the Flotilla's name, location and any appropriate phone numbers in the space provided for this information. A bare poster gets a quick glance, at most. Local information will help retain the observer's attention.

PROJECT SUGGESTIONS

The following suggestions are projects which have proved successful in the past. They are offered here as possibilities for your National Safe Boating Week Program. They may work for you as is, or they may need major alteration to fit your particular situation. We hope they may, at the least, serve as models for your own project, or hopefully as the spark to initiate that special project uniquely your own.

Shopping Mall Displays

Shopping Malls offer excellent opportunities for major displays and demonstrations. A visit with the Promotions Manager at the mall well in advance of the June activity is suggested, as most events are booked up to 90 days in advance, and never less than 30 days.

Items to consider:

1. Displays promoting both the CME and PE materials can give the public an opportunity to ask questions directly of you, the expert.
2. A boat on a trailer "dressed" to display all CME required equipment, as well as the signs and flags used when on patrol - an object lesson in safety materials, and familiarity of our presence on the water.
3. A damaged or burned vessel to show the accident possibilities for the uninformed boater.
4. Display of training aids used during PE classes, such as ATONS, marlinespike examples, Radio frequency usage charts, local area charts with specific danger spots identified.

If you do not have a display rack for your pamphlets and literature, the local book store may loan (or give) you a paperback display rack to use.

The local Coast Guard unit may be willing to also participate as watch-standers, as well as the local recruiter.

Bill Stuffers

A BILL STUFFER is a message, usually addressing a single subject printed on paper the same size as the envelope in which a monthly statement is mailed. Marina owners, marine supply stores and yacht clubs may be willing on a one-time basis to include your flyer concerning the National Safe Boating week activity you are planning. Remember, one subject only. An involved letter-style message will hit the circular file. Keep it short, plan it carefully to say clearly what is happening, and make it as eye-appealing as possible.

Store Displays

Stores that sell marine supplies, the local sporting goods store, even the department store which carries a line of marine merchandise, all are often willing to allow you to set up a display concerning boating safety. You may only need to provide posters and pamphlets. The store owner could then arrange the appropriate safety equipment in a display of federally required safety items for different sizes of vessels. This not only promotes the boating safety message and our CME program, but also demonstrates the availability of the necessary merchandise to the consumer. Remember, we may not appear to endorse the store, nor the specific merchandise brands used. All literature must clearly note this is an activity of public service to the Auxiliary and the National Safe Boating Program.

Public Appearances

Business clubs and civic organizations almost always feature speakers at each of their meetings. The Program Chairperson is often hard pressed to find a variety of good and interesting speakers. Screen your Flotilla and select the best speakers who are truly knowledgeable about the Auxiliary, and offer those services to the Chairperson. This idea can be used all year, but is particularly appropriate as a part of National Safe Boating Week.

There is a wealth of material which can be used. Particularly appropriate films are WHAT WENT WRONG, SKIPPER, ANOTHER DAY OF CRUISING, and SUDDENLY AND WITHOUT WARNING. Slides from the "SOS" presentation may be used, as well as selected ones from the BS&S course. If you have a person who is good with a camcorder, you might consider developing your own action video, such as proper fueling procedures,

how to operate a fire extinguisher, how to test PFDs for seaworthiness, and other such timely topics.

Be sure you know the exact time frame for your presentation. Luncheon meetings usually only allow 20 to 30 minutes for a speaker, while evening meetings may often extend 45 to 60 minutes to the presenter. The main thing is to be prepared. Try not to exceed the specified time - particularly for the noon meeting, when attendees must return to their business.

One Lesson Safe Boating Courses

Major businesses are always on the look-out for ways to improve their relationship with their employees. Large companies in particular are interested in providing training which leads to better safety practices for their employees. They reason that the more aware and safety conscious the employee, the lower the company's absenteeism (and need of extended medical leave and/or payments) due to preventable accidents.

The one lesson course is ideal for this situation. Large companies may offer seminars for an entire department, or release time before or after lunch to accommodate training sessions. You may be able to present an entire series of one lesson courses over a week's time.

The one-lesson course may also be incorporated into the shopping mall display. Malls often have moderately sized conference rooms available, or the display booth could be expanded to include a curtained-off area. Keep it short - no more than 30 minutes maximum, and address only one topic. Remember, the people have come to the mall primarily to shop. If you make the lesson interesting and eventful, with proper aids, up-to-date materials, and take-home materials, you may not only hold their interest for the entire lesson, but motivate the participants to attend the full length PE course (be sure to have sign up sheets available!). A series of four or five of these sessions could be presented in a single day at a busy mall.

Window Displays

For areas without shopping malls, the window display is very efficient in getting the public's attention. Window shopping is almost a national pass-time. Does anyone ever go into a store without inspecting the window display first? Many small store owners design their own window displays, and are often hard-put to provide new and different displays on a weekly basis. They are usually quite willing to have someone plan and provide the material for them on occasion.

An Auxiliary display in the store window of a local merchant or bank can take advantage of this very visible avenue of advertising. There are a few guidelines to observe:

1. Get the exact dimensions of the area allocated to your use.
2. Make a layout and be sure the store approves of your idea before you begin.
3. Remember, this is a visual concept. Take time to analyze the message you have in mind. Whether it be promoting the CME, PE, or Boating Safety program, keep to one point or theme - clear and uncluttered.
4. Try to develop a display that will attract and hold the passer-by's attention long enough to read what you have to say. Strong color schemes, unusual photos, catchy phrases used as headlines or banners can do the trick. The most effective display will have a central eye-catcher, with smaller items branching off. Bringing the observer's eye back to your central message is key to an effective display.
5. If you want the public to contact you for further information, don't "hide" the phone number; be sure it is large enough to be read at a distance.
6. Identify how long you may use the display window. Be sure to set up and take down promptly at the store's request. They are providing you an important service by giving up their own advertising. Treat it with respect, and they will ask you back.
7. If you are allowed an extended period of time, be sure someone checks the display daily to be sure all is in order. This may also allow you to change and up-date the message over the display period.

8. Lighting should also be considered. Will your display continue to be lit when the store is darkened. You may need to use strategically placed battery-operated spots.
9. Arrange for publicity, including pictures for the local newspapers. This not only helps to spread your message, but is excellent publicity and public relations for the store owner.

Demonstrations

Any number of boating safety aspects can be presented through demonstrations at various sites such as launching ramps, Marinas, parking lots, etc. Two of the most effective are Fire fighting aboard a boat, and the wearing of the PFD. Events such as these need a good deal of publicity - newspapers, radio announcements, posters and the like. Any events such as these may need clearance with local authorities, in particular the local fire Department. Other suggestions include demonstrations of knot-tying and proper mooring techniques, man-overboard drills, and towing procedures.

Waterway Clean-Up Promotion

A very popular and community-minded event is a weekend designed to clean up the local waterway, be it a lake, river or creek. There are always those unconcerned boaters who dump garbage overboard. Not only does it look bad, we are more and more made aware of the harmful environmental effects of non-degradable wastes such plastics, vinyl and poly-propylene.

Take the lead and offer the local government officials your services to organize a clean-up campaign. With their assistance, for instance, a "Clean-Up Weekend" could be declared and publicized. Provide disposal bags to boaters, requesting them to place in it their garbage, and any they see floating or on the banks and beaches they visit, and at dockside provide a place for that trash to be dumped upon their return.

A contest could be developed - who has brought back the most bags of waterway waste - with prizes donated by local marinas or marine suppliers. Pre-planning as well as local government and media support can make this a very effective NSW event.

The Quickie Quiz

Create a hand-out card that contains six (6) questions on safe boating. Place the answers on the back, with the message that if just one question was missed, the quiz-taker just might have been in a life-threatening situation, and perhaps it is time to attend an Auxiliary safe boating class. Be sure to include times and locations of classes as well as a contact phone number.

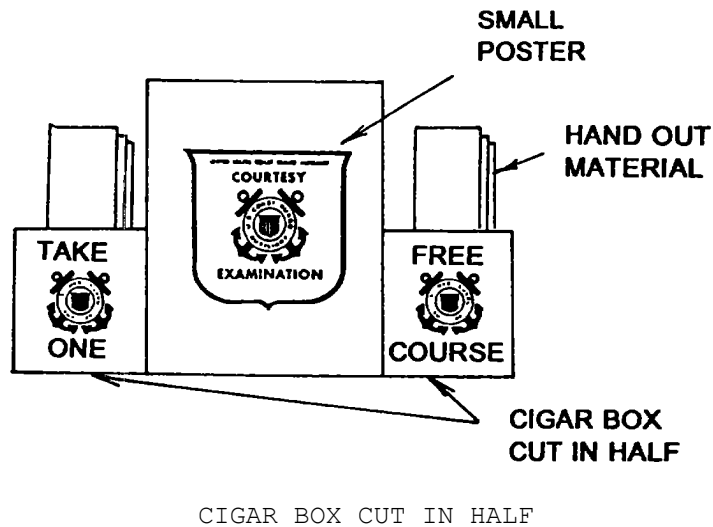
Questions should not be trick ones, but specific enough to require appropriate safety knowledge. Cards can be handed out at displays, launching ramps, marinas, at demonstrations, while giving a CME or by boat dealers at their show rooms.

DISPLAY PLANS

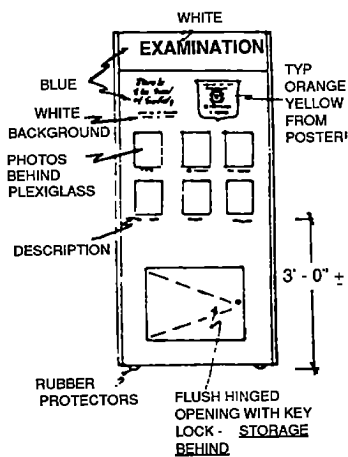
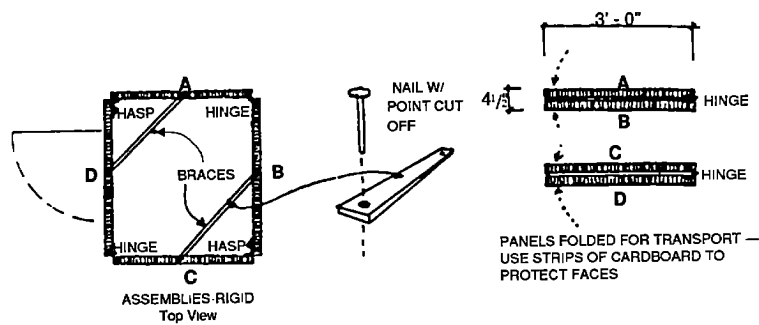
Mini Display

There are many places that a "mini display" would work very well, such as the local library, barber shops, bait shops, dry cleaners, post offices, dentist and doctors offices, sport departments of stores or sport stores. The places where such a display could be used are limitless.

The size of the "mini display" will be determined by the space on the counter you are allowed to use. There is no great amount of talent needed to build these displays. Start with one of the small posters available from the Auxiliary National Supply Center (SEAL OF SAFETY, stock #03504, BOATING COURSE, #03506, MOTORBOAT EQUIPMENT, #03512) and a cigar box. Cut the box in half, then tape the top closed and paint (white or blue, your choice). Affix an Auxiliary decal to the front of each half, then attach these half boxes to both sides of the poster. The boxes will hold the poster up-right, and hold hand-out material. Your imagination can help you develop others.



Portable Display



OTHER PANELS:

"EDUCATION" describe types of courses — photos
 "OPERATIONS" patrol, assist & SAR photos U.S. Coast Guard
 "FLOTILLA 67" fellowship, boat show photos and literature racks
 (Use photos of CME equipment — save bulk!)

NOTES:

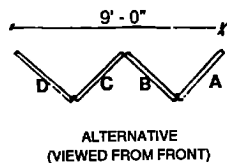
MATERIAL LIST

- 4 — 3' x 6' H.C. Primed Doors
- 4 — Butt Hinges
- 4 — Hasps or Equal Top & Bottom
- 2 — 24" x 1" Steel Straps
- 8 — Rubber Protectors
- 1 — Pair Recessed Cabinet Hinges
- 1 — Flush Cabinet Lock with Key
- Assorted Photos (Prints) with Plexiglass Sheet Cut To Fit & Screwed Flush

LETTERING & DECAL CAN BE SILK SCREENED

FREE STANDING/KNOCKDOWN KIOSK DESIGN FOR THE COAST GUARD AUXILIARY

Can Be Used at Shows, Shopping Centers etc. With or Without Attendant



Portable Display

LOCAL RECOGNITION FOR NSBW ASSISTANCE

When at all possible, plan to follow your NSBW project with a recognition celebration, inviting all those who provided outside assistance - government officials, marina operators, the local TV station which filmed on-water demonstrations, the editor of the newspaper that printed all those publicity articles. This not only allows the entire unit to express their thanks, it again makes the Auxiliary highly visible to the media, as well as excellent public relations for your unit.

The celebration may be as elaborate as a full banquet, a flotilla sponsored buffet, or as simple as an awards ceremony followed by refreshments. What ever you do, plan carefully. Remember, you get out of it what you put into it. The elaborate affair might include arranging for a local music group to donate their services, and a speaker to keynote the event. The less formal event might only feature an address by a local Coast Guard officer, or the chief of police in charge of marine activities.

Uniform should be a **must!** - particularly if pictures are to be taken. If Coast Guard personnel are to be invited, be sure to check with the senior officer for the proper uniform of the day, so that all may be consistent.

Plan any activity well in advance. Since NSBW is the last week of May, it will be important to file your report ASAP so that certificates will be received from the council as soon as possible. Letters of appreciation should be sent before the middle of June, and can include the invitation to your recognition event at that time.

Certificates to be presented will be much more impressive awards when framed. The blue Auxiliary presentation folders are nice, but no one has yet found an easy way to hang them on the wall. An attractively framed certificate will find a place in the recipient's office, an ever-present reminder of the Auxiliary presence and the cause of safe boating. Depending upon flotilla funding, you may even consider having plaques developed.

- to provide awareness and information about safe boating;
- to encourage in-depth boating safety education;
- to be visible in our role as volunteers in the cause of safe boating.

This is our primary mission as members of the United States Coast Guard Auxiliary. Active participation in National Safe Boating Week can significantly enhance accomplishment of this mission.

May the material in this booklet be of assistance as you plan your next **NATIONAL SAFE BOATING WEEK** event.

PLEASE NOTE: National Safe Boating Week event will be in June, 1994. Beginning 1995 National Safe Boating Week will be held in May. Every year after 1995 this event will be held in May.

JANUARY							FEBRUARY							MARCH						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
Recruit committee chairmen, define goals for the coordinated campaign.							Assign tasks, compile a list of contacts at local newspapers, radio and television stations, etc.							Contact sporting goods stores, bait shops, equipment rental outlets, marinas and boat ramps about sponsorships. Call on media contacts. Arrange for mayor's proclamation of NSBW.						
APRIL							MAY							END OF MAY - EVENT 1995*						
Publicity committee should begin appearing at events such as breakfasts and luncheons to promote NSBW. Begin to write and submit press releases.							Deliver press releases and public service announcements. Prepare biographies of candidates for talk shows. Schedule press interviews, radio and television appearances. Call media three days before main events to confirm coverage.							Have publicity committee at main event. Ensure contact person is available by phone entire NSBW. Write and send more press releases through the summer, and send thank yous to volunteers.						
JULY							AUGUST							SEPTEMBER						
Plan a re-emphasis of the safety message on Independence Day, one of the biggest boating days of the year.							Follow up the campaign with an internal critique. What went right? What went wrong? Take steps to avoid mistakes next year.							News organizations are hungry for ideas over the Labor Day weekend, which in many areas is the final day of the season. Try to get them to recap the summer boating season so far, and what to expect Monday.						
OCTOBER							NOVEMBER							DECEMBER						
Hunting season begins in most states. Approach the sports reporters for media outlets to interest them in an article on the non-traditional boater.							Start setting up for the 1992 "Safe Boating Campaign" by approaching people to volunteer, now that they have the time.							Tie a boating safety message into the holidays. Offer certificates as holiday gifts that make a reservation to a boating safety class in the name of the recipient. Or promote PFDs and other equipment as the gift to keep boaters safe through the year.						

*JUNE EVENT 1994

THE COMMANDANT OF THE UNITED STATES COAST GUARD

WASHINGTON, D.C. 20593-0001

PUBLIC AFFAIRS
POLICY STATEMENT

It is the policy of the United States Coast Guard that information concerning our activities shall be made available to the public in a prompt, expeditious and forthright manner.

Section 4-1-33A of Coast Guard Regulations requires commanding officers to promote public understanding and support of the Coast Guard and to keep the public informed of Coast Guard activities. The public has a right and a need to know about the Coast Guard and its operations, and the Coast Guard needs an informed public in order to operate effectively.

The Coast Guard policy is that:

- . The public shall be informed of our actions and activities as quickly and as accurately as possible, provided that legal or security considerations do not dictate otherwise.
- . Our own personnel will be provided with a free flow of both military and general information without propaganda or censorship.
- . Bad news does not get better with age. Bad news will be released factually and promptly.
- . Information will not be classified or otherwise withheld to protect the government from criticism or embarrassment.

The provisions of the Privacy and Freedom of Information Act Manual will be supported in both letter and spirit.

Authority to release information rests with the commanding officer. When applicable, that authority should be delegated to a competent and knowledgeable level in the chain of command. In general, use those who have the best knowledge of the subject and the best ability to present it. Care must be taken, however, to insure that policy issues are handled at the command level.

We must be alert for opportunities to tell our story and take advantage of them to insure that our side of the story gets told-correctly and first.

Anyone may be thrust into the position of being a spokesperson. Anyone acting as a spokesperson should follow this *policy*: If you did it or have responsibility for it, you can talk about it-if not, don't.

J. W. Kime
Admiral, U.S. Coast Guard